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127 ideas on how kitchen and bathroom features aid home sales.....

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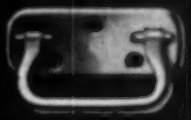


CHEST HANDLES

SAFETY HASPS

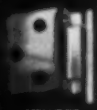
STRAP HINGES

"T" HINGES

CABINET LOCKS

DRAWER PULLS

KNOBS



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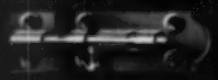
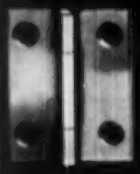


BARREL BOLTS



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Please send me complete information on the complete, new Fenestra Unit—Steel Casement with Combination Inside/Outside Metal Trim.

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Company _____

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AMERICAN BUILDER

IN YOUR AUGUST ISSUE

The Garage—Part of the home today.

Architectural treatment of garages discussed and illustrated. Plans for storage and recreational areas in conjunction with the garage, as well as a table on modern car sizes will be shown. Framing details, hardware, door installations and driveways all profusely illustrated with drawings and photographs. Better detail plate gives complete information as to how to build cupolas for garages.

American Builder's Blueprint House—full eight-inch scale drawings of a three bedroom house designed for a narrow lot.

Rental units that the builder can build and sell, duplexes and four unit apartments in frame and masonry — drawings, construction details, photographs.

Be sure to read these instructive features.

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Distinctive···
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Bruce Ranch Plank Floor

IT'S PEGGED AND FINISHED AT THE FACTORY

MAIL FOR COLOR BOOKLET

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Three features combine to give this hardwood floor a charming, distinctive appearance: First, the alternate 2¼" and 3¼" oak strips. Second, the interesting walnut pegs. Third, the mellow "Decorator Finish."

The beautiful over-all effect is very similar to that of an expensive random-width plank floor. But the new Ranch Plank Floor is moderate in cost because it's pegged and completely finished at the factory, and because it's installed like regular strip flooring. It has none of the installation problems or expansion hazards of wide oak planks.

Never has a new hardwood floor gained such immediate acceptance. Try it in one of your homes, and you'll find yourself using it at every opportunity. See our catalog in Sweet's.

E. L. BRUCE CO., MEMPHIS, TENN.

Publisher's Page

Where Locate the Dividing Line?

WHEN anybody complains of invasion by government of the field of private business, some objector is bound to come back with the observation that government does a pretty fair job in handling the mails—so why not entrust it with some other activities "affected with a public interest," such as producing electricity, or transportation, or housing.

What is the dividing line *in principle* between functions proper to government and those which should be reserved to the voluntary initiative of private citizens?

This question and its answer are probably the most important pair in the entire realm of economics and political policy—and the clue is to be found in the *nature* of government. What attribute does government have which is not possessed by voluntary associations—churches, lodges, corporations, clubs and so on? *The right and ability to use force* is the mark which distinguishes government from all other associations of people. You don't subject yourself to the rules of a church or a lodge unless you voluntarily become a member—but you obey the rules that government lays down, without the privilege of resignation.

Take the Post Office, for instance—how does it differ essentially from such of its competitors as the telephone, telegraph and express companies? The answer is that the Post Office permits competition only by sufferance. Try and set up competition with the first-class mail service and see what happens. No company established by private capital has the privilege of calling on the police to suppress its competitors.

Or take such a government enterprise as T.V.A.—how is it financed, compared to the way a private utility raises its money? The capital of T.V.A. is raised by taxation, which means it is taken away from private citizens by the tax-collector, with U.S. marshals and prison wardens standing behind him to lend emphasis to his demands. A private utility, by contrast, has no money to spend which is not offered freely to it by uncoerced investors.

Or take the highways and waterways—Congress is in the process of voting the largest authorizations on record for "Federal aid" to public roads and waterways—which means that highway and waterway money is money raised by coercion, with a prison yawning for the "investor" who is unduly reluctant to ante up his allotted share when called upon to do so. Security salesmen are not employed and are not needed.

No matter how beneficent a governmental agency may appear at first glance, if you look at it real hard you will see a policeman, or a jailer or a hangman lurking in the background. Force or the threat of force is the essential feature of government—the mark which distinguishes it from all other human associations.

It is no disparagement of government to note and acknowledge this attribute, because, people being what they are, force or the threat of it cannot be dispensed with. If there were no police, every man would have to carry a gun—and experience certainly teaches that, where force has to be employed, it is a lot better to centralize it in the hands of a lawful government than to expect every man to be his own policeman, judge, jury, jailer and executioner. In whatever situations it can be shown that the use of force is indispensable—as it is in dealing with felons or a foreign enemy—then there government belongs. It has a job to do that cannot safely be entrusted to any voluntary association of private individuals. No such organizations as "vigilantes" or lynch-law throngs have ever done so satisfactory a job of making society safe against criminals as an orderly system of police, courts and jails, under governmental auspices.

The principle which separates the proper functions of government from those of private enterprise, therefore, is whether or not coercion can be justified. If coercion is necessary beyond all question in the performance of some social function, than that particular job is one which belongs to government. If coercion is not needed, and cannot be justified, then the function is one which falls into the natural bailiwick of free, private enterprise.

How civilized can a people claim to be if they need to have the incentive of a policeman's billy over them to persuade them to do an efficient job of providing food, clothing, fuel, light, transportation and housing for themselves? And how can a policeman—whose trade is force—be expected to recognize and protect efficiency in production even when he sees it? Putting government (i.e., a policeman) in charge of production is about as logical as calling on a blacksmith to lead an army. No man can hope to excel at a trade which is not his specialty.

James G. Lyne

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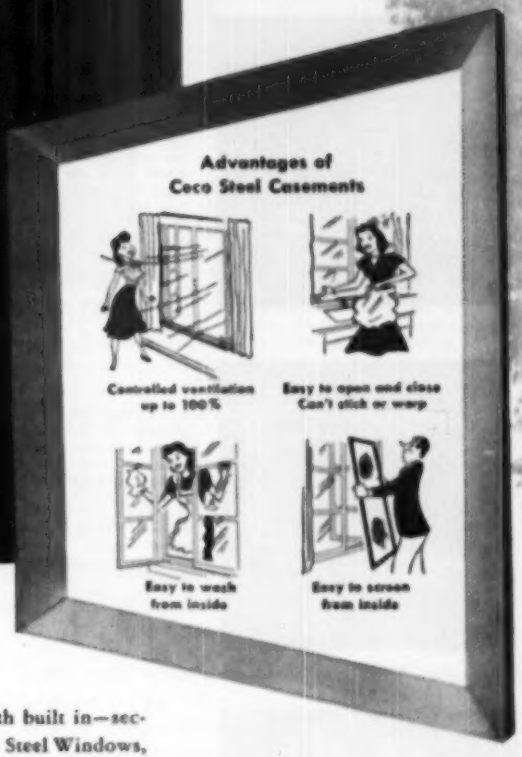
James G. Lyne, author of the above editorial, is editor of *Railway Age* and president of the Simmons-Boardman Publishing Corp.

How to Make a Home

It's easy to bring nature right into the home with Ceco Picture Windows of Steel to make each room truly live. There's movement in the murals of the vibrant outdoors framed by these handsome window creations. Distant views, ever changing with the mood of the hours, bring relaxing thoughts and a sense of better living. All this is possible because there's less interruption of vision. The eye is drawn easily to the outside world of motion—barriers are minimized due to slender frames and muntins. And to have Ceco Steel Windows is to know truly sound value. They're engineered to

CECO STEEL

In construction products **CECO ENGINEERING**



Come Alive . . .

provide the tightest weatherseal ever—with extra strength built in—sections are 1 1/16 inches deep. Yes, when you build with Ceco Steel Windows, you know you've used the very best—you're sure of economy too—you're modern as tomorrow.

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Offices, warehouses and fabricating plants in principal cities

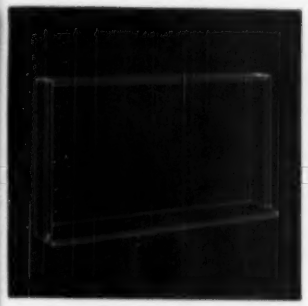
makes the big difference

HOW TO INSTALL *Thermopane*

Many leading builders are providing even buyers of low-cost houses with the benefits of *Thermopane*® in windows and window walls by glazing it into a simple wood frame.

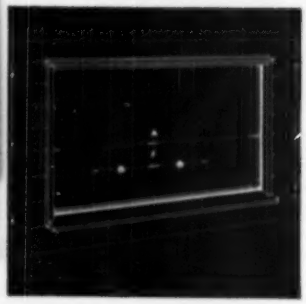
Some use dressed dimensional lumber to double as structural members and as frames for the *Thermopane* units. A recommended practice, however, and one which provides an economical and satisfactory method of installation, is the use of dressed lumber as a simple frame.

***Thermopane* presents no difficult installation problems. However, it differs from single glazing methods in several important ways. To assist you in fulfilling your customers' requests for *Thermopane*, these two pages present simple, step-by-step procedures.**

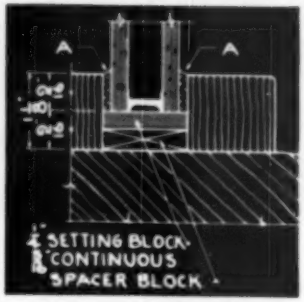


1. Make a simple frame of dressed lumber, preferably redwood, ponderosa pine, sugar pine or fir. Use 2 x 6's for sides and top and 2 x 8 for sill. Rout out sill for drip groove; also plane bevel on outer edge for water drainage. Inside dimensions of frame should be 1 1/8" larger than size of *Thermopane* unit to be installed.

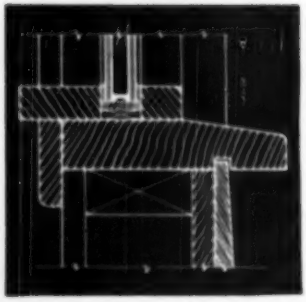
2. Nail on a spacer strip 5/16" thick x 1-1/4" wide (lattice strips may be used) around the inside of the frame to form an opening in which the *Thermopane* will be glazed. Heads of nails must not protrude.



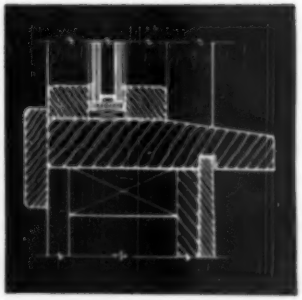
3. Simple frame is placed in opening. Make sure that frame is square and plumb, that sill member is flat and level. A: Center of opening. B: Points midway from center to outer corners where setting blocks are placed.



4. Section shows how *Thermopane* rests on setting blocks and is cushioned by 1/8" bed (A) of glazing compound on each surface of the glass.



5. Section, left, shows how stool can be used as back stop for the *Thermopane* unit. To the right is an alternate method.



6. Same section as illustration at far left but back stop does not double as stool. Plain trim covers joint of sill at interior wall.

INSULATING GLASS IN A SIMPLE WOOD FRAME

Glazing Instructions

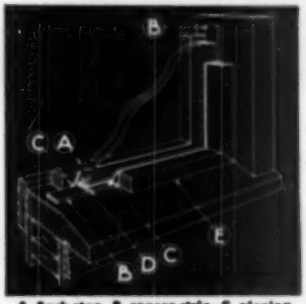
Thermopane **is a factory-fabricated unit. Its dimensions cannot be changed without risking damage to the metal-to-glass seal. A broken seal permits condensation to occur in the air space.**

DO NOT NIP, CUT OR GRIND EDGES OR CORNERS. Always store and handle *Thermopane* in a vertical position. NEVER LAY FLAT. All *Thermopane* units made with heat absorbing glass should be installed with the heat absorbing pane to the outside.

1. Check glass opening to make sure it is square. Opening within the spacer strips must be ½" larger than the *Thermopane* in width and height. That portion of the sill where the glass will rest must be flat and level. Glass must not rest on a sloping surface.

2. Nail back stop in place at sides and top of frame, against spacer strip. Nail a back stop (or stool) on sill to line up with those at the sides and top. Height of stop should be 1½" or more to cover metalized edge of *Thermopane*.

3. To avoid breakage, DO NOT USE PUTTY. Provide a soft cushion for the *Thermopane* and make a watertight installation by using a good, knife-grade (not gun-grade), non-corrosive glazing compound THAT WILL NOT HARDEN. See that compound is well mixed and easily workable. Follow directions that are given on container.



A, Back stop. B, spacer strip. C, glazing compound. D, setting block. E, face stop.

4. Apply a generous bed of glazing compound to the back stops so that when the *Thermopane* unit is pressed into place, compound will completely fill space between glass and stops. This cushions the *Thermopane* and forms a weather-tight seal.

5. *Thermopane* units whose width and height combined total 80 inches or more should rest on two setting blocks of soft wood, preferably rot-proofed. Blocks should be ¼" thick, 4" long and ¼" wider than the thickness of the *Thermopane* unit being installed. They should be set on the spacer strip along the sill against the back stop halfway between the middle and each bottom corner of the opening.

6. Rest the lower edge of the *Thermopane* on the two setting blocks, CENTERING IT IN THE OPENING. Make sure that the surface of the *Thermopane* is exactly ½" away from the back stop at the sill. Press the glass into the compound on the back stops until a ½" cushion of compound remains between the back stops and glass.

7. Apply sufficient compound to completely fill the space between the edges of the *Thermopane* and the frame and to provide a cushion between the glass and face stops.

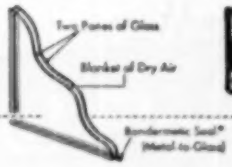
8. Press face stops into the compound against the spacer strips. Nail face stops in place with finishing nails. Fill in any voids between glass and stops. Trim off excess compound.

More than 80 Standard Sizes—*Thermopane* is sold by glass and building supply distributors and dealers. See them, or write us, for data on standard sizes available.

Standard Specifications for Double Thermopane

All insulating glass shall be *Thermopane* of sizes indicated on the drawings, and composed of an inner pane of.....glass...inch thick, and an outer pane of.....glass....inch thick, hermetically sealed with a metal-to-glass bond and separated by a (¼" or ½") dehydrated air space, as manufactured by Libbey-Owens-Ford Glass Co., Toledo, Ohio, and installed according to manufacturer's instructions.

FOR BETTER VISION SPECIFY THERMOPANE
MADE WITH POLISHED PLATE GLASS



LOF GLASS

Thermopane

MADE ONLY BY LIBBEY-OWENS-FORD GLASS COMPANY
3575 Nicholas Building, Toledo 3, Ohio

Attractive Fixtures for the 5x7 Bathroom

The AllianceWare vanity lavatory and the AllianceWare 5-foot tub illustrated here offer unusual possibilities in homes, apartments and hotels—wherever bathroom space is limited—yet where beauty and complete utility are essential.

AllianceWare vanity lavatories and 5-foot tubs may be installed in bathrooms as small as 5 x 7 feet. Vanity top is laminated plastic in blue, green or coral with cabinet of harmonizing color. Lavatory is white. Seat serves also as a linen hamper.

All AllianceWare fixtures are enameled by the wet-process providing a dense, lustrous surface which is stainproof and which offers maximum resistance to chipping.

Because of formed metal construction, over-all dimensions do not vary more than ¼ inch. The rim of the lavatory illustrated is perfectly flat with true edges of unvarying thickness, assuring easier, closer, faster installation of counter surface.

AllianceWare tubs are readily installed by merely nailing two vertical supports to the studs with a horizontal member spiked between the verticals. According to F.H.A. requirements, this is the method of installation which eliminates the effect of shrinkage in lumber. Other important features of AllianceWare tubs detailed at the right explain why AllianceWare is preferred by many architects and builders. Most AllianceWare fixtures are available in white and several beautiful colors.

Specifications and dimensions sheets on AllianceWare are yours for the asking.

Reinforced construction assures maximum strength.

AllianceWare distinctive modern design complements any bathroom styling.

Gleaming, stainproof porcelain enamel surface cleans easily.

An integral wall guard prevents water seepage.

Heavy gauge sheet steel used in AllianceWare formed metal tubs.

Sheet steel usually used in formed metal tubs in accordance with Federal specifications.

AllianceWare, Inc.

Bathtubs • Lavatories • Sinks

Alliance, Ohio

AllianceWare

You save time and money with NATIONAL ELECTRIC

A·B.C. CABLE

The COMPLETE, READY-TO-USE Wiring System

- **ABC is the fastest type of metal-clad wiring system to install.**
- **Easiest to handle . . . Easiest for getting materials on the job.**
- **Wires and raceway are installed together.**
- **One piece from outlet to outlet.**
- **No special tools . . . No waste . . . No threading. . . No coupling . . . No exact measurements.**

Plus these extra ABC features—

Anti-Short Bushing—Protects the wires from armor edges.

"Dilec Safecote" insulated wires—flame retardant, moisture resistant, easy to strip.

2 Paths to Ground on Sizes #14 and #12 (1) The flat grounding strip provides a continuous *low-resistance* path. (2) The armor itself with "bondbook" channel construction also assures a positive path to ground.

ABC IS EASY TO INSTALL WITH "REDEGE" BOXES AND "EZ" CONNECTORS

"Redege" outlet and device boxes

"EZ" Connectors with sure-grip bondnuts and hinge construction . . . Only *one* screw to tighten . . . Deliveries from stock through leading electrical wholesalers.

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In making your kitchen MODERN...

Of all the parts that go to make up a modern kitchen, the floor covering is one of the most important. That's why builders everywhere are turning to WRIGHT RUBBER TILE to make their kitchens really modern.

These builders have found that houses are easier to sell—at a better profit—when WRIGHT RUBBER TILE is used in kitchens.

The gleaming beauty and rich colors of WRIGHT RUBBER TILE make any kitchen more attractive. Prospective housewives want to call it their own.

Grease Resistant!

Wright Rubber Tile can be used with safety in your kitchen.

Over 30 years experience in home kitchens, commercial kitchens, service stations and auto sales rooms proves beyond question that Wright Rubber Tile resists grease and will give long, satisfactory service in kitchen use.

Then, when they are told that WRIGHT RUBBER TILE is the easiest of all floors to keep clean—that it is the most comfortable of all kitchen floors to walk or stand on—that it will never need replacing—they want it even more.

Install WRIGHT RUBBER TILE in the kitchen of the next house you build. You will find that it makes your house easier to sell—at a greater profit.

WRIGHT MANUFACTURING CO.
5202 Post Oak Road • Houston 5, Texas

WRIGHT RUBBER TILE

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- **WRIGHTFLOR—Hard Surface Rubber Tile**
- **WRIGHT-ON-TOP Compression Cove Base**

The SAW VALUE of the Year

Outstanding saws! Outstanding buys! Always leaders in quality and value, the Guild A-6 and A-8 Saws are certainly in a class by themselves with these sensational new features — *and their prices have not been increased!* The new built-in tilting adjustment has an accurate, easy-to-read quadrant giving angle-setting up to 45°. The quick-action depth regulator works by a mere twist of the thumb screw, allowing saw base to be dropped or raised to desired position in a moment. And with these two extra-useful improvements go all those other quality features that give Guild Saws their tremendous popularity!

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- Highest Quality ball bearings on jackshaft and armature.
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- Helical Gear drive delivers 11% more power to blade.
- Exclusive Air Jet clears sawdust from cutting line.
- Both Models are professional type saws of guaranteed quality.

A-6 Still only $65
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See **these great Saw Values at your Guild Tool dealer's today. Or write us for full information.**

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Dodge trucks are "Job-Rated" to lower costs!

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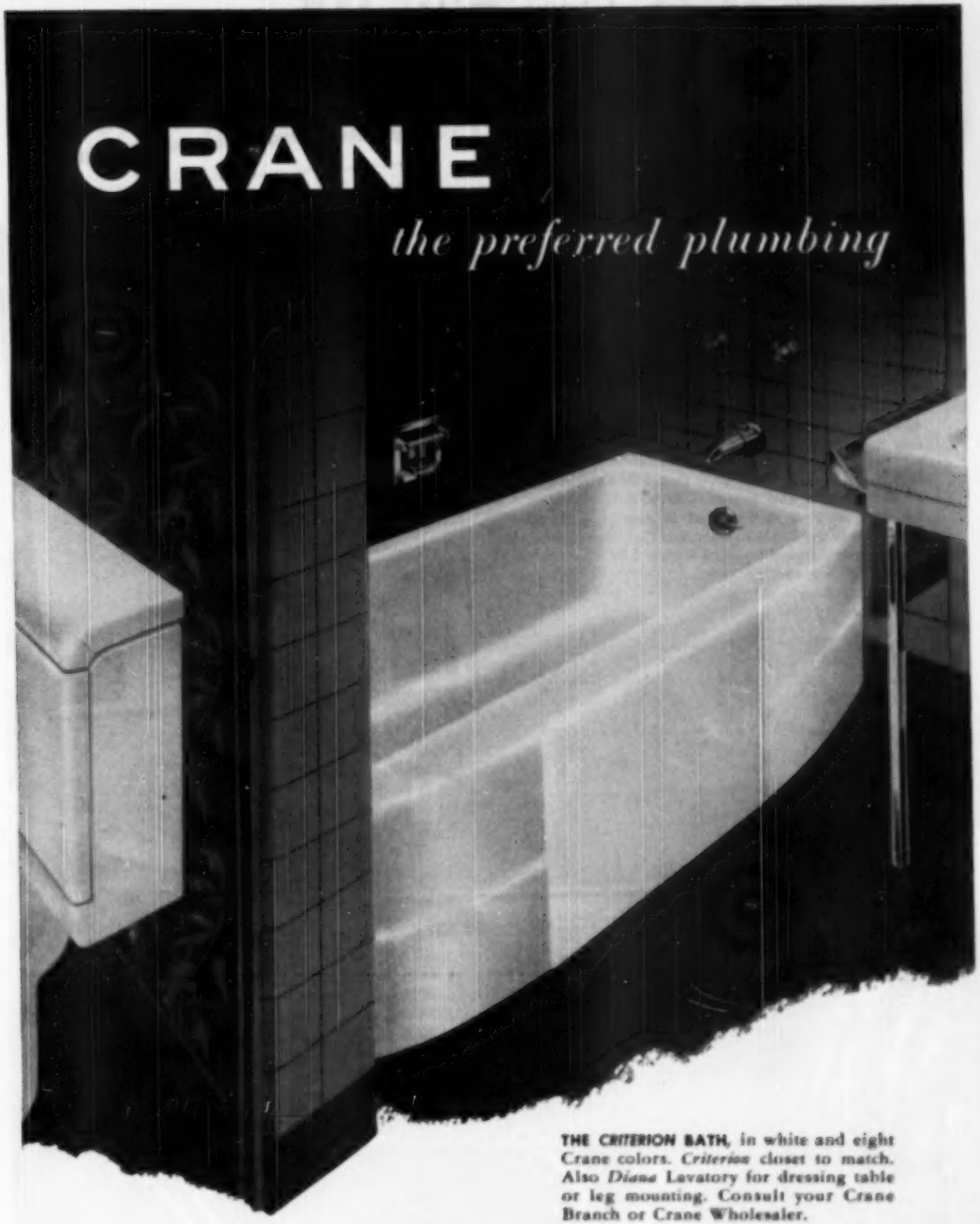
Dodge trucks are *"Job-Rated"* to haul your loads over your roads. They're powered with engines that give you power to spare—plus maximum gas and oil economy.

What's more, every Dodge truck is *"Job-Rated"* from stem to stern. All units from engine to rear axle are engineered and sized for your particular hauling needs. No wonder you can depend on Dodge *"Job-Rated"* trucks to stay on the job with a minimum of upkeep!

Ask your Dodge dealer to show you a truck that will help lower your delivery costs. He'll show you a Dodge truck that's *"Job-Rated"* to nail down high delivery costs for a long, long time.

With all their extra value **DODGE** *"Job-Rated"* **TRUCKS** *are priced with the lowest*



THE *CRITERION* BATH, in white and eight Crane colors. *Criterion* closet to match. Also *Diane* Lavatory for dressing table or leg mounting. Consult your Crane Branch or Crane Wholesaler.

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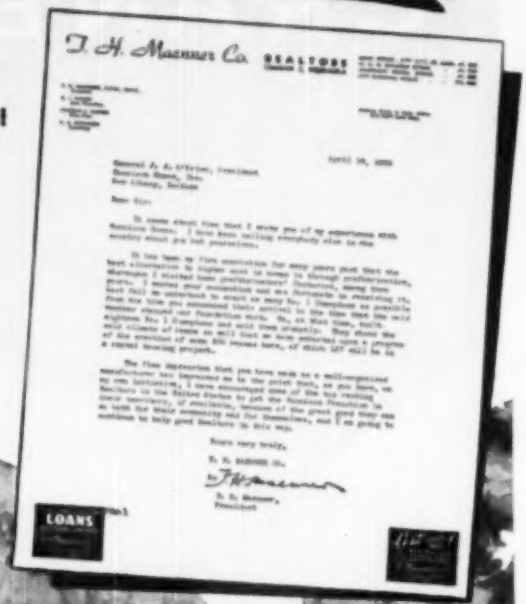
NEW CHAMPION HOMES FOR 1950!

QUALITY THAT WINS DEMAND . . . means more profit for you! CHAMPION Homes withstand all climatic conditions because of rugged construction and quality-inspected structural materials. They are available in 3 sizes and 30 designs . . . varied colors . . . enough architectural variation for many combinations in large group developments, with no two homes alike!

QUICK, EASY ERECTION . . . that SELLS the CHAMPION! Expertly engineered, CHAMPION Homes can be erected and under roof in one day! Interim financing is available to qualified Gunnison dealers! Orders are shipped by truck within 350 miles, or by freight (2 in a car) anywhere in the U. S. This simplified building method means CHAMPION Homes earn more PROFIT FOR YOU!

The letter on the right TELLS THE STORY! This dealer's experience with CHAMPION Homes is POSITIVE-PROOF that CHAMPION Homes earn more PROFIT FOR YOU!

Write Dept. A-3 for dealer information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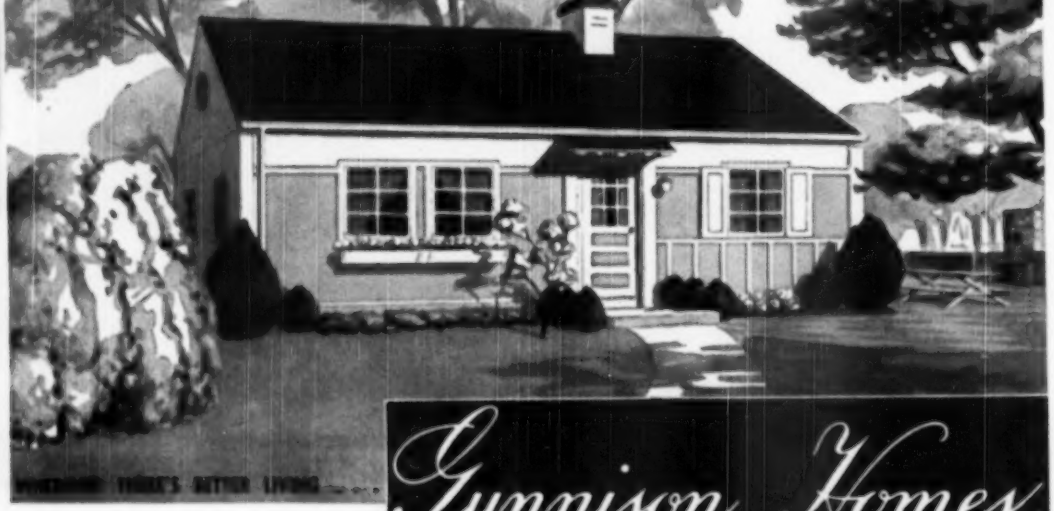

Gunnison Homes INC.

UNITED STATES STEEL (US) CORPORATION SUBSIDIARY

NEW ALBANY INDIANA

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There's more than meets the eye in...

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Look inside a KWIKSET lock. See the advanced design, the simplicity of operation, the rugged, precision-built construction . . . the *built-in* features that make KWIKSET locks *first choice* with architects and builders across the nation. KWIKSET's unique cam action locking device provides positive knob locking. The ingenious half-round spindle reduces number of working parts. And fewer parts mean faster, more economical manufacturing operations . . . *lower unit costs!*

But mechanical design isn't the whole story. KWIKSET locks are exceptionally clean and attractive in appearance . . . beautifully hand-finished in satin or polished chrome or brass, or satin bronze.

Builders find that KWIKSET locks save money when they *buy them* . . . save money when they *install them*. Simple, 2-hole installation cuts time and labor on the job to an absolute minimum. Add to this KWIKSET's high quality and striking beauty and there is little wonder why more and more builders are installing more and more KWIKSET locks.

MATERIAL AND WORKMANSHIP UNCONDITIONALLY GUARANTEED

MANUFACTURED BY **kwikset** LOCKS INC

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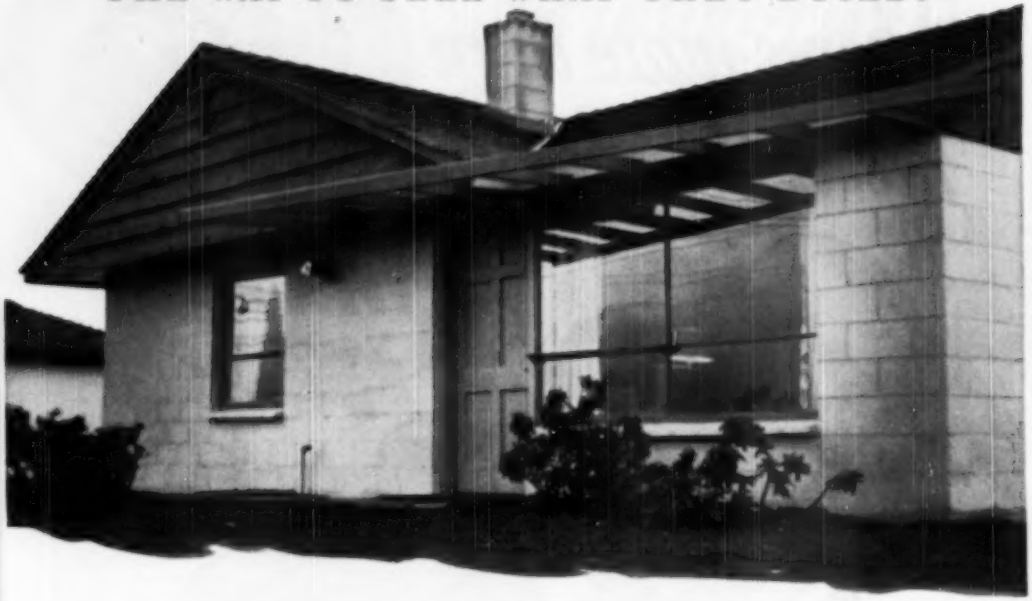


Bendix Washers and Dryers installed in combination kitchen-utility rooms save space, make these low-priced homes more desirable.

Budget Homes, Inc.—and the mortgage loan firm of Carroll, Hedland and Associates—have set up this big "Dura-Home" development at Mountlake Terrace, near Seattle, Washington. These $4999 2-bedroom houses are selling like hotcakes—and the reasons are easy to find.

They offer value—*big* value, even in today's keen building competition. And a prime selling point to women is the amazingly compact workless kitchen-utility room combination, featuring . . .

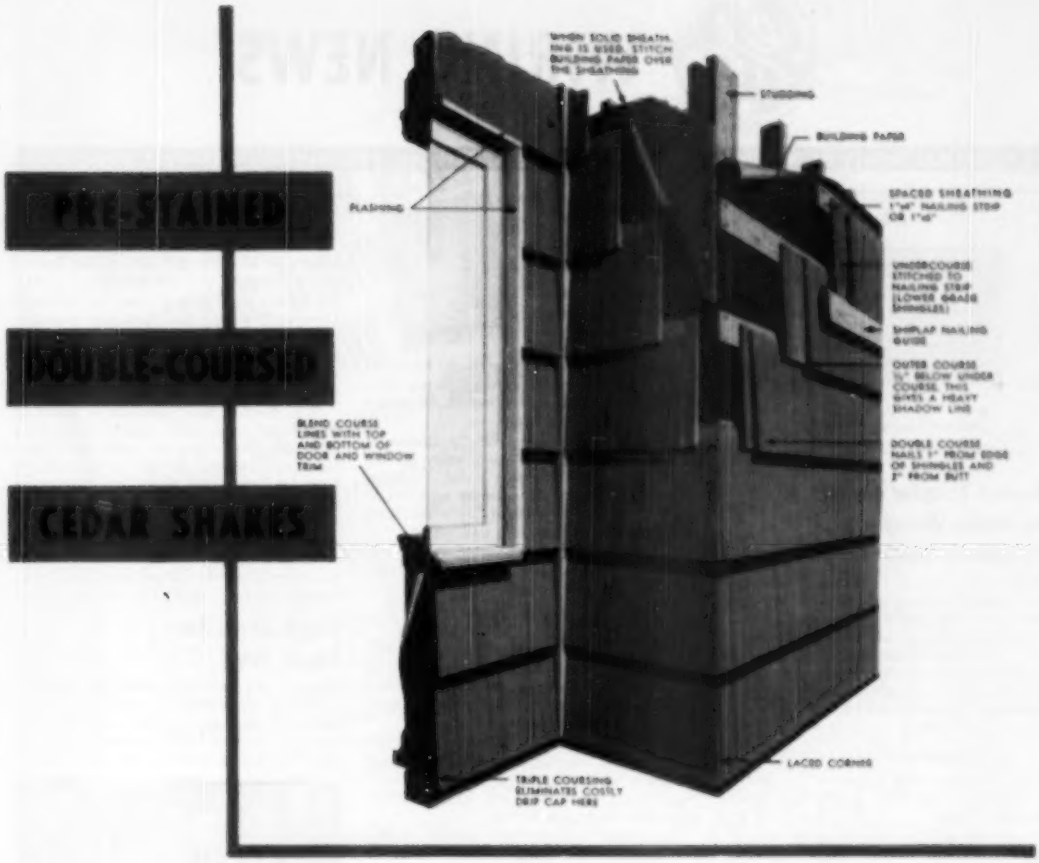
. . . *a Bendix Economat automatic Washer and Bendix automatic Dryer—right where the housewife finds them handiest. A complete, planned home laundry, occupying only 10 square feet of space. Eliminating wet tubs, drying yard, separate utility room or basement. And available on a package mortgage.*

Many other "Look-Ahead Builders", knowing that the honeymoon is over, are searching for new ways to make buyers out of lookers. The fact that so many of them—such as Budget Homes, Inc.—have chosen Bendix Home Laundry equipment as a most appealing selling point, should tell you that the Bendix builder story is worth looking into—whether you build ten homes or a thousand. Ask your nearest Bendix distributor about it—or write us for his name.

Bendix is participating in the Good American Homes Program

BENDIX automatic **Home Laundry**

BENDIX HOME APPLIANCES, INC., SOUTH BEND 24, INDIANA



You cannot find a residential wall material that offers as much quality for so little money

Double-coursed shake walls save insulation costs. No extra insulation is required. Ask the builders who use double-coursing in New England where it's cold—or in Texas where it's hot. Cedar shakes have valuable insulation properties.

Pre-staining saves you color money. Production line factory staining is faster, more thorough, and cuts the cost of color application to the very minimum. No delay waiting for "painting weather."

Wide weather exposures are demanded for ranch type, colonial, Cape Cod, and most other popular home styles. Pre-stained cedar shakes provide you with weather exposures of 12" to 14"—at an applied cost that is competitive with all quality wall materials.

You can sell more homes while a-building when you use pre-stained cedar shakes. With the application of the first pre-stained shake wall, your prospective buyer can see the color that appeals . . . the color that *sells*.

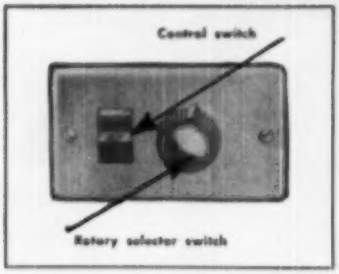
You cannot find a residential wall material that offers as much quality for so little money.

FOR DETAILED INSTRUCTIONS ON APPLICATION OF PRE-STAINED CEDAR SHAKE WALLS, ADDRESS YOUR INQUIRY TO:

STAINED SHINGLE & SHAKE ASSOCIATION

WIRING NEWS

A PERIODICAL DIGEST OF WIRING IDEAS FROM THE GENERAL ELECTRIC CONSTRUCTION MATERIALS DEPARTMENT



Master Selector Switch Increases Versatility Of Remote Control!

Here's the newest addition to General Electric's increasingly-popular remote-control wiring system — an addition that makes practical a wide variety of new applications. Replacing gangs of separate ON and OFF controls, this compact master selector switch provides instant, positive control of *up to 9 different* circuits — and, very simply, too!

To Control Individual Circuits

Turn rotary selector switch to the desired circuit and then press the control switch for ON or OFF.

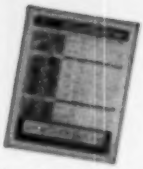
To Control All Circuits

Merely press the control switch ON or OFF while rotating the selector switch through all nine positions.

Plan to use it as a selling tool . . . for unobtrusive bedside control of home lighting circuits . . . for sure, certain emergency light control in warehouses, banks, office buildings . . . for varying the lighting of display areas . . . or wherever else one-point, multi-circuit control is needed.

The G-E master selector fits all standard mountings for flush devices. See it at your local General Electric distributor's or check box (A) below.

Free Guide Speeds Box Selection



To make your next job an easy, certain one, General Electric offers free a new switch and outlet box chart. With this handy specification aid, you'll know at a glance the proper outlet, switch, or utility box for any wiring job.

Printed in color and carefully illustrated this new *Box Buyer's Guide* gives the dimensions of all standard boxes. It shows the number of conductors—by wire size—permitted by the National Electrical Code for the various box sizes and types.

Get your copy today—order some for your contractors, too—just check box (B) in the coupon.

PVX For Better Profit!

That's right, General Electric PVX® nonmetallic-sheathed cable answers the problems of decreasing the time and costs of wiring—*without* sacrificing either quality or permanence.

When "roughing in" commercial or residential jobs, the light weight and small diameter of PVX pays off in faster handling. You'll like the easy way it strips clean for ready connection.

In "finish wiring", the small-diameter conductors leave more working room in boxes. In addition, the bright colors of PVX insulation assure quick, certain circuit identification. Use it on your next job. Check box (C) if you would like additional information.

Can You Afford To Save On Switches?

Why gamble? Replacements and service calls often cost many times the small savings made on lower-grade switches. So, when *your* plans call for switches, insist on G-E specification-grade switches.

The All-Purpose Raceway—G-E Flexible Steel Conduit

Here's an all-purpose raceway that has all the advantages of a cable method of wiring. Yet, in installed cost, it compares favorably with other raceway systems. Available in long, continuous lengths, in many standard sizes, it has the ability to stand up under the most severe operating conditions.

G-E flexible steel conduit is made of galvanized strip steel, which, if properly installed, provides an unbroken low-resistance path to ground. It requires no tools for bending or threading, and only a few simple fittings are necessary in its installation.

General Electric flexible steel conduit saves time and money—its smooth interior surface makes wire pulling easy. For information on "flex" check (D) in the coupon.

Tough Cords For Rough Jobs!

Whether it's for a powerful portable saw . . . heavy-duty floor sander . . . or light hand drill—you'll do well to get a hard-working General Electric flexible cord to keep it operating with uninterrupted power.

All General Electric cords are built to absorb the rough handling and abuse customary at construction sites. There are cords *for* every purpose—cords that can take repeated hard knocks and flexing . . . cords that resist water, oils, alkalies, grease, and sunlight . . . cords that can also withstand abrasion and kinking.

G-E flexible cords are made in a variety of types and sizes for medium- and heavy-duty use. Look into their advantages before you make any cord replacements. For further information, check box (E) in the coupon below.

Section K7-72
Construction Materials Department, General Electric Company, Bridgeport 2, Connecticut

Please send me free information on:

- A ☐ Remote-Control Master Switch
- B ☐ Box Buyer's Guide ( ) copies
- C ☐ PVX Cable
- D ☐ Flexible Conduit
- E ☐ Flexible Cords

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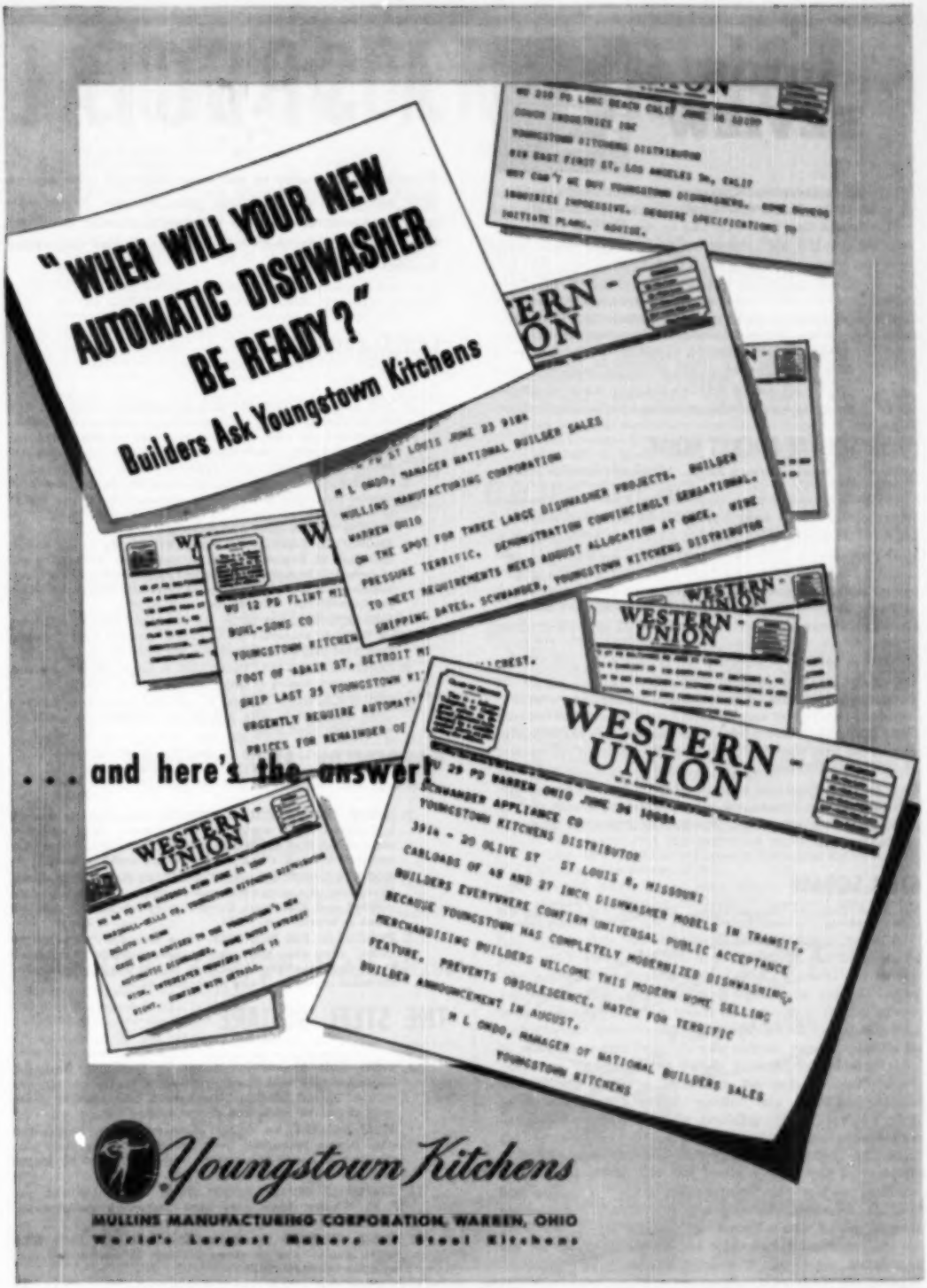
GENERAL ELECTRIC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BOOK REVIEW

THERE is no particular reason why we should talk about steel square books this month instead of more seasonal topics except that we would like to suggest that if you are running into any roof, rafter, stair or siding problems in the jobs you are now working on, it is more than likely that one or both of the following books will provide you with some advice you can use. Then, too, if you are too busy to spend much time on books right now, it might be a good idea to keep these titles in mind to order later when the season's rush levels off. As you know, a carpenter's steel square is one of the most important, if not *the* most important, tool in his working kit and it follows that the more he knows about it the more valuable his services as a builder become.

STEEL SQUARE POCKET BOOK

by Dwight L. Stoddard. Seventh Edition, 192 pages, 4 inches by 6 inches. Scientific Book Corp. $1.25. *No. 10 in adjoining column.*

It has been said with a good deal of truth that the man who can use a steel square properly by that special knowledge comes pretty close to being an expert carpenter. Nor is it particularly difficult to master the technique of employing the steel square to its full advantage if the proper instruction is available either from a competent teacher or from an authoritative handbook. As a handbook, we think that THE STEEL SQUARE POCKET BOOK is just about ideal.

One reason for our enthusiasm for this little 192-page volume is because it supplies the reader with just the information he needs and no more. And even closer to the point, the text of the book is so basic and so easy to understand that the reader cannot fail to comprehend the instructions that are set down here. Sample chapters are Description of the steel square, Practical applications of the square, How to find different pitches and degrees, Laying out common rafters, Roofs of uneven pitch, Stair problems, Calculating by the square, etc. — all illustrated with dozens of appropriate drawings. An excellent pocket book, no doubt about it.

STEEL SQUARE

by Gilbert Townsend. Second Edition, 172 pages, 5¼ inches by 8¼ inches. American Technical Society. $2.25. *No. 11 in adjoining column.*

Another fine handbook devoted to the steel square and to its hundreds of uses is this one by Gilbert Townsend, one of the country's best known writers on building subjects. The big advantage that this book has over similar works is that it devotes an entire section (actually about half the book) to following the step-by-step construction of a typical house. In this way the steel square solution of each building problem is shown in its proper sequence. Such jobs as laying out wall lines, bridging floor joists, spacing studding, and cutting rafters are dealt with in order and are clearly explained, which makes this a particularly handy book for the less experienced craftsman. This same step-by-step teaching method is followed in the other chapters of the volume where full instruction is provided on How to Use the Square-Braces, Roof Framing and Rafters, Beveling, Building a Ladder Stair, and Making Braces. All of which adds up to making this a good book for the experienced carpenter and an excellent one for the apprentice.

A SPECIAL

Here's an easy way to get new essential information that will help you increase your income. Every volume a standard work by leading authority. Remember—it's the informed builder who is the successful builder.

ESTIMATING

1. **THE BUILDING ESTIMATOR'S REFERENCE BOOK and Vest Pocket Estimator (not sold separately). By Frank R. Walker. Contains latest estimating and cost data on everything that goes into house construction. Most complete compilation of estimating and cost data available. $10.00.**
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3. **SIMPLIFIED CARPENTRY ESTIMATING. By J. W. Wilson and Cloil M. Rogers. Everything needed to "take-off" a bill of materials from set of plans and specifications for a frame house—with many helpful quick-reference tables and short-cut methods that simplify the work. $3.50.**
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CARPENTRY AND BUILDING

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12. **SIMPLIFIED STAIR LAYOUT. By J. Douglas Wilson and S. O. Werner. Basic work book presenting easily understood fundamentals of stair building. $1.50.**
13. **STAIR BUILDING. By Gilbert Townsend. S.B. Fully illustrated explanation of every problem in design and construction of stairs. $2.50.**

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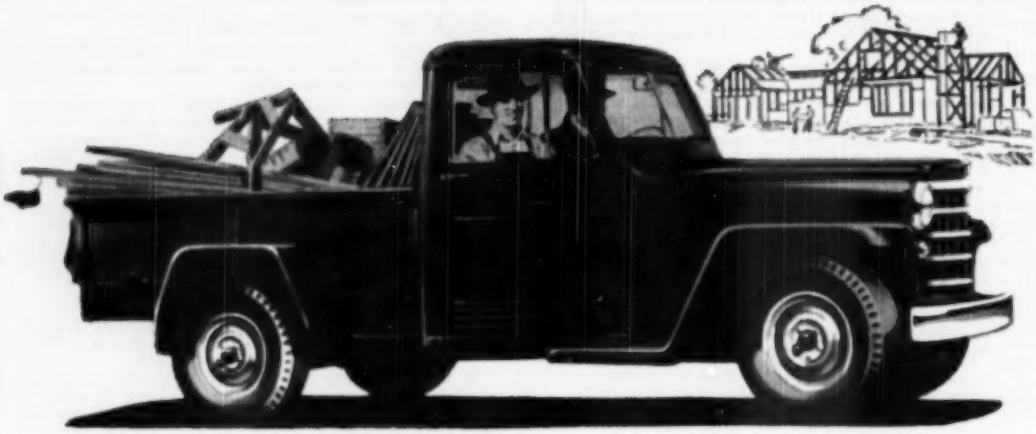
Your copy sent FREE if your Order totals $5.00 or more. Use coupon at left—mail today.

New Willys Truck Helps Builders Cut Costs!



118-in. Wheelbase
4250 GVW

THE ½ TON WILLYS TRUCK

WITH SENSATIONAL NEW *HURRICANE* ENGINE

For all-around economy, performance and durability—for top truck value—the brand new ½ Ton Willys Truck leads the field.

From rugged steel chassis to long lasting body, it is functionally designed throughout for extra strength and low weight. This weight advantage plus the thrifty power of its higher-compression *HURRICANE* Engine, enables contractors and builders to pull their operating costs down to bedrock.

The new ½ Ton Willys Truck is particularly suited to the needs of builders. Visibility is excellent . . . deep windows permit you to see where you are backing . . . low hood and fenders let you see the ground directly ahead . . . functional fenders allow you to go through tight places without scraping.

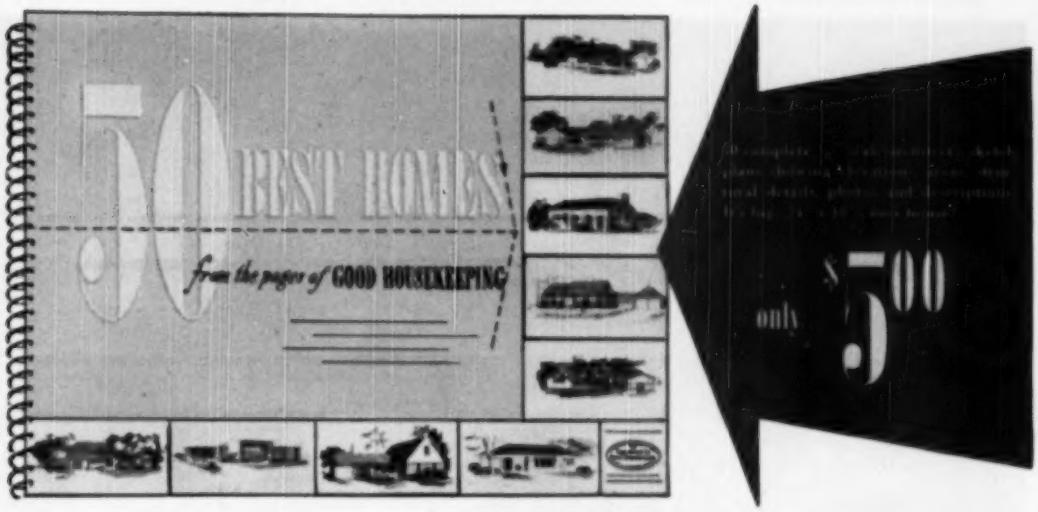
Ask your Willys dealer for a demonstration of this new Willys Truck—the greatest truck value we ever offered.

MORE POWER PLUS MORE MILEAGE !

Power increased 20%—a big decrease in fuel consumption—that's the amazing result of the new higher-compression *HURRICANE* Engine. It's an F-head engine with valve-in-head intake and valve-in-block exhaust. Compression ratio is 7.4-1, using regular gas. See this most advanced power plant—the *HURRICANE*.

WILLYS-OVERLAND MOTORS, TOLEDO, OHIO • MAKERS OF AMERICA'S MOST USEFUL VEHICLES

Plans of "50 BEST HOMES" taken right from GOOD HOUSEKEEPING



Here's a valuable selling tool designed to help you turn prospects into customers.

These 50 sketch plans are first choice with GOOD HOUSEKEEPING'S 9,971,000 readers who have bought hundreds of thousands of them. (They sell at 25¢ each.)

Put these plans to work and cash in on this huge market! At $5.00 a copy, GOOD HOUSEKEEPING'S "50 BEST HOMES" may well be your most profitable investment in 1950...so rush that coupon in today. *Complete satisfaction guaranteed* or return plans within 5 days and get your money back.

SPECIAL FREE OFFER: Get a *free* sample page taken right from "50 BEST HOMES" by sending your name on your company letterhead to address in coupon.

Progressive Real Estate Salesman, G. Weston Morley says: "This is one of the most practical, most useful selling aids I have ever seen. It's complete in every way; and the fact that GOOD HOUSEKEEPING featured each of these homes is bound to prove helpful in actually making sales."

CLIP THE COUPON AND MAIL IT WITH YOUR CHECK TODAY!

GOOD HOUSEKEEPING FORUM
57th Street at 8th Avenue, New York 19, N. Y.

Please send me.....copies of GOOD HOUSEKEEPING'S "50 BEST HOMES" at $5.00 each. I enclose check / money order in the amount of $.....

If not completely satisfied, I may return the volume within 5 days and my money will be refunded.

I am an ☐ Architect, ☐ Builder, ☐ Contractor, ☐ Dealer.

Name.....

Street.....

City and State.....

GOOD HOUSEKEEPING

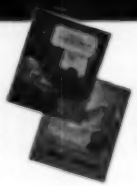
57th STREET AT 8th AVENUE, NEW YORK 19, N. Y.

Nothing heats better than Modine Convector Radiation . . . NOTHING LOOKS MORE BEAUTIFUL IN A BEAUTIFUL ROOM

Design and Mechanical Patents Pending

For the full story, call your Modine Representative.
He's listed in the "Where-to-Buy-it" section of your phone book.
Ask to see a sample, or write direct.
Modine Mfg. Co., 1501 Dekoven Avenue, Racine, Wisconsin.

Send for New Modine Convector Catalog Today!
Special 1-Pipe Steam Convector Bulletin Also Available.



Modine CONVECTORS

6-1045

TRENDS in the Building Field

Close-up on Today's All American House

LAST year home builders hit the magic goal of 1,000,000 starts in one year. So far in 1950, each month has been record-breaking. From January through April 1950, new housing units totaled 396,000 which surpasses 1949 activity for the same months by 53 per cent. In April, alone, builders started 126,000 new permanent dwelling units, an increase of 37,700 (43 per cent) over April 1949.

This peak volume of residential construction has already raised prices and there are rumors of grey market activities in building materials again, as well as long waits for various building materials.

Heretofore, there have been no accurate descriptions of the four million new homes started since V-J Day. For the past several months the Bureau of Labor Statistics has been gathering data on the characteristics of home building in 15 metropolitan areas to provide a better description of the size, structural materials and equipment included in new homes. The results of the survey of the Chicago area have just become available, and will probably prove to be fairly typical of all houses being built in the Northern and Eastern states. The part of the survey that relates to costs and selling prices shows what appliances and other special equipment are included in the selling price.

Following are the findings of a survey of over 6,600 new 1-family houses and 1,300 apartment units started during July, August and September of last year in the Chicago area.

The survey shows that 40 per cent of the 1-family houses begun during the survey period had 4 rooms with about 800 square feet of floor space on the average, and another 40 per cent had five rooms and averaged about 1,000 square feet. Less than 15 per cent of the houses had 6 rooms or more and an average of over 1,000 square feet in floor space. Most of these were custom-built. Average floor space for all the single family houses started was 980 square feet. Basements, unfinished attics and open porches were not counted in determining floor space.

Apartment units for the most part were more compact. The average was 620 square feet per unit.

The popular 1-story bungalow had almost as much floor space as the 1½ story house—900 square feet on the average, compared with 1,000. The 2-story houses were considerably larger, averaging 1,350 square feet of floor space. Two-thirds of the single-family structures were 1-story houses, while not quite 20 per cent had 1½ stories and about 15 per cent were the 2-story types.

Chicago builders, like those in many other areas, are recognizing the probable future need for larger houses. To provide for the extra bedrooms that may be needed later to accommodate a growing family, almost a fourth of the houses started in the third quarter of 1949 had expansion attics.

Masonry construction with brick facing was used for 60 per cent of the 1-family houses and in over 85 per cent of the units in two or more family structures. This will be higher than the national average because masonry is required by code within the corporate limits of Chicago.

Plastered interior walls were found in over four-fifths of the single-family houses and in all of the apartments surveyed in the entire area. Gypsum board was used in most of the remaining houses.

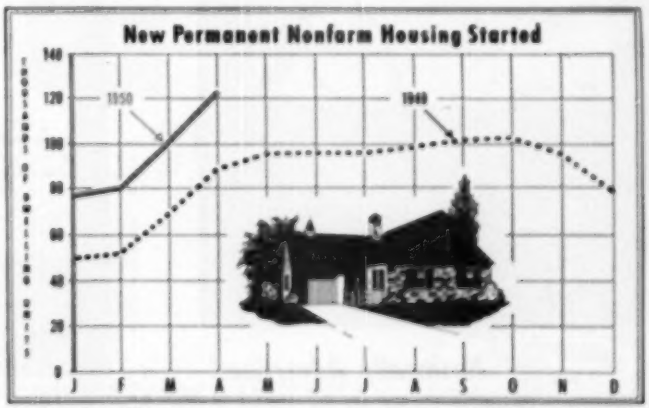
Wood was the most widely used window material, appearing in three-fourths of the 1-family houses and in over four-tenths of the units in two or more family buildings. Steel sash was noted in a fifth of the houses and in over half of the units in multi-family structures. Aluminum sash was used in a few cases.

Over three-fourths of the housing started during the quarter had some kind of central heating system. Hot air installations were most widely used in single-family houses, and hot water systems appeared in most apartments. Radiant-panel heating installations were found in a few single-family houses and in some 2-4 family structures. About one house in **eight** had a fireplace.

A regional characteristic was the prevalence of full basements. Seventy per cent of the single-family houses had this feature. In one-fourth of the houses, a utility room was substituted for a basement. Some had neither basement nor utility room.

Garages and porches are not commonplace in the Chicago area. Less than a fifth of the surveyed houses had either feature.

Three-quarters of the houses were built for sale. The remainder were about equally divided between contract-built houses and owner-built houses (those on which the owner acted as his own general contractor or did most of the work himself). Both the owner-built and contract-built houses were larger on the average than those built for sale by roughly 200 square feet in floor space.



United States Dept. of Labor
Bureau of Labor Statistics

AMERICAN BUILDER CHART

Mack says... You'll open the FITS-ALL *Adjustable*

Our Newest Alacrome
FITS-ALL No. 5
Adjustable Screen Door
GRILLE

The most beautiful, ornamental Fits-All Grille of them all! Its gracefully designed scrolls insure a wide sales appeal. Also fully adjustable for nearly all standard-size screen doors. Made of Alacrome metal with a permanent, silvery-satin finish that will not rust or tarnish. Note the ingenious patented holder in the lower right corner of the grille as installed on the door to the left. It permits easy adjustment of the scrolls to fit the door while being installed. Each grille packed in individual, attractive, fully illustrated display carton. We're sure this new grille will soon lead the field, so order your stock right away!

IDEAL FOR COMBINATION SCREEN-STORM DOORS

Our new FITS-ALL No. 5 Screen Door Grille is fully adjustable for many styles of screen doors. For example, on the combination screen-storm door shown at the left, the scrolls may be installed in both the upper and lower sections to create a striking effect. Such graceful designs have sales appeal as *well as* eye-appeal!

COLORFUL, SALES-MAKING DISPLAY CARTON

Each grille is individually packed in this eye-catching, colorful display carton with complete instructions for installing and suggestions for arranging scrolls.

Nationally Advertised

We tell the millions of readers in these leading national magazines to buy our products from you. Order today and keep well supplied!

door to new sales with

SCREEN DOOR GRILLES

THEY'RE PRACTICAL, POPULAR and PROFITABLE!

With the addition of the beautiful new FITS-ALL No. 5 our line of Fits-All Grilles is *more* complete, *more* eye-appealing *than ever before!* Now, your customers have an even wider choice of these attractive grilles.

Each one is fully adjustable to standard-size screen doors! Easily installed. Every Fits-All Grille is artistically designed and made of Alacrome metal with a beautiful silvery-satin finish that won't rust or tarnish.

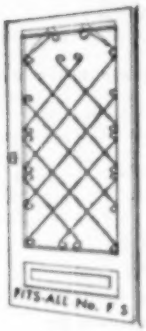
You'll want to have a complete selection of *all* 5 styles on display because when your customers see 'em, they'll want to buy 'em—so stock up *NOW!*

FITS-ALL NO. 1 →
STANDARD GRILLE

ADJUSTABLE TO DOORS AND WINDOWS

This attractive grille will fit nearly any door. Its scissor-like, accordion action permits easy adjusting from 18" to 37" between stiles. Also used as a window guard to keep prowlers out . . . and to keep little children from falling out window. Packed 12 to carton—screws furnished.

← **FITS-ALL NO. 2**—Comes in pairs to fit the lower panels of doors with divided sections as illustrated. Fits doors from 30" to 36" in width. Also packed 12 to a carton.



← **FITS-ALL NO. F5**

A new, graceful full-size grille. Two top bars are flexible to allow easy fitting to door. Packed 6 to a carton.

→ **Nu-WAY SCREEN DOOR GRILLE**

A sturdy, attractive grille that anyone can install. Furnished in black enamel finish in 3 sizes to fit doors from 30"-32", 36" and 42".

Nu-WAY PUSH GRILLE—An easy companion sale for screen door grilles. Fits above grille as shown at left. Made for 32" and 36" doors—packed 12 to carton.

Pat. No. 2,082,012

Your order will be shipped same day received!

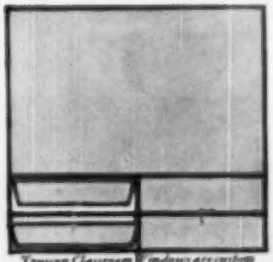
MACKLANBURG-DUNCAN CO.

OKLAHOMA CITY 1, OKLAHOMA

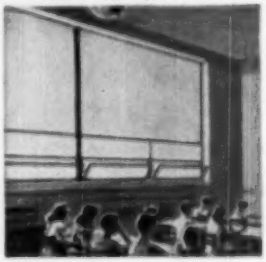
MACKLANBURG DUNCAN Co. QUALITY PRODUCTS

TRUSCON *Intermediate* CLASSROOM WINDOWS

unusual features...



Truscon Classroom Windows are custom built in widths up to 10'-0" maximum and in heights up to 9'-0".



for *efficient* classroom lighting

This U. S. Department of Agriculture map indicates that more than 90% of America has an average of 180 or less clear days in each year. A large percentage of these days will be during class-free summer and week-end periods. • In selecting a type of daylight opening for classrooms, it is imperative to use one that transmits the maximum amount of light . . . while permitting controlled ventilation in either fair or inclement weather. • Truscon Intermediate Classroom Windows provide these requirements, and permit selection of glass in upper fixed panel to meet exactly the varying needs of geographical location, climatic conditions, and degree of window exposure to direct solar rays. Write for free literature giving complete details.

FREE Book on Truscon Steel Windows. Write for it. The Truscon Steel Company Manufactures a Complete Line of Steel Windows and Mechanical Operators . . . Steel Joists . . . Metal Lath . . . Steeldeck Roofs . . . Reinforcing Steel . . . Industrial Steel Doors . . . Coal Chute Doors . . . Steel Lintels . . . Concrete Reinforcing Bars . . . Welded Steel Fabric.

TRUSCON STEEL COMPANY
Subsidiary of Republic Steel Corporation
YOUNGSTOWN 1, OHIO
Warehouses and sales offices in principal cities

Letters to the Editor

Labor

Sirs: I read your Editors' Round Table discussion, and it would seem obvious to me that one of the greatest opportunities in the field of research lies in Labor Research. Labor, of course, is of such vital significance to the prosperity of our country, and unless a proper balance and attitude is maintained, we might experience repercussions as you discussed in your article. I believe that the answer is purely one of intense research on a serious sincere basis between management and labor.

Charles E. Joern,
William Joern & Sons, Builders
La Grange Park, Ill.

Sirs: I thoroughly agree with you on the stand which you have taken. It is just as important for labor leaders to be fair and equitable in their dealings with the forces representing industry, as it is for industry to be fair to labor and the public at large. Your stand is certainly a very intelligent one, and I as well as the public at large will be with you 100 per cent.

A. O. Aldrich
President, Chicago Metropolitan
Home Builders Association

Sirs: I concur wholeheartedly with the thinking expressed in your editorial on the subject of labor. My considered opinion is that the informed and thinking members of labor unions also would agree with every word of this splendid editorial. The exception, of course, would be those relatively few labor leaders who are guided primarily by personal and selfish political ambitions for power.

W. P. "Bill" Atkinson,
First Vice President,
National Association of
Home Builders

Upside Down

Sirs: While we were pleased to see the story and photo on the Lupton "Master" aluminum window in the May issue of *American Builder*, we were dismayed to find the cut run upside down. The correct position of the window is with the small ventilator open at the bottom.

Franz Serdahely
William Jenkins Advertising

EDITORS' NOTE: Yes, the photograph of the Lupton "Master" aluminum window in the May issue was inverted, and we are sorry for the mistake. Mishaps of this kind, unfortunately, are not uncommon, and usually occur at the print shop where printers, deluged with hundreds of photographs and faced with a deadline, occasionally forget which end is up.

Sky Hooks?

Sirs: The May, 1950 issue of *American Builder* perplexes me. As a carpenter's daughter I cannot forgive a building magazine that leaves scaffolds in mid-air. The cover of this issue does just that. Two planks all around the house are in sight, yet, please tell me, what is holding them up? If it is a new invisible support, please inform me as I am afraid the men standing on them will fall any minute.

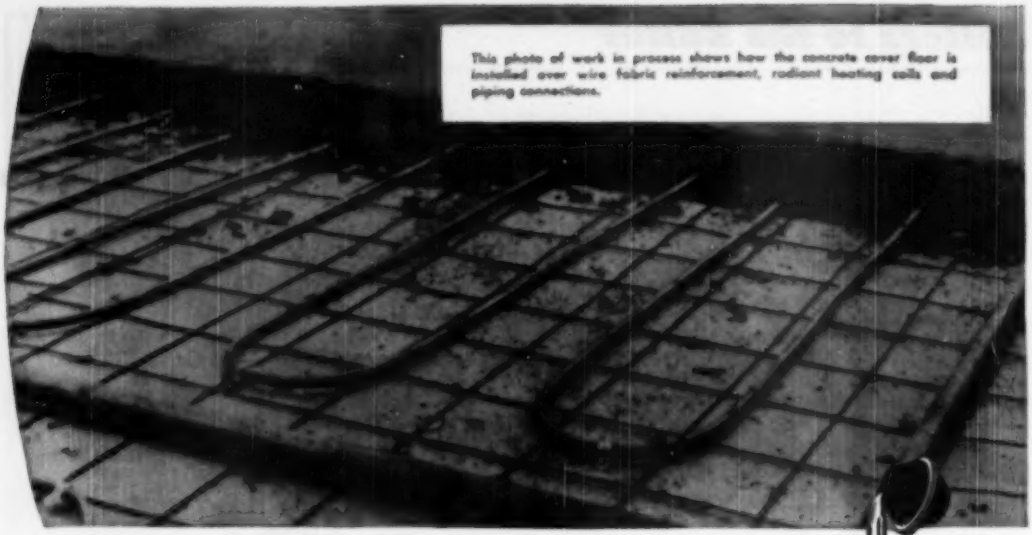
Jean Urmson
518 Cayuga St.,
Salinas, Calif.

Dear Miss Urmson: We are happy to report that the men working on the scaffold (cover, May issue) have not yet fallen. Which proves that not only are the scaffolds supported, but are held by exceptionally strong supports. If you will look closely, to the right of the entrance to the home, and to the right of the lumber leaning against the scaffold, you will see a triangular scaffold brace. The reason you can't see other braces, so our artists hasten to explain, is that you are looking down at the house from an angle. Therefore, the braces are hidden under the scaffold. The Editors

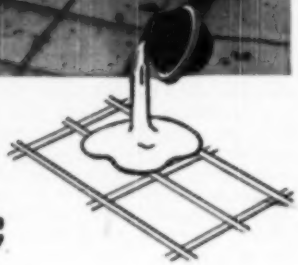
A Builder for 60 Years

Sirs: I have been in the construction business in Cleveland since 1889, and I have been very interested in building news and in comparing the *Carpenter and Builder* and its successor, the *American Builder* of the present day. You can hardly believe the progress. . . . I want to congratulate you for your courage, your enterprise, good work for the industry and the general good will of the builder, great and small. I feel I am expressing the feelings of all who have had the benefits of your contribution to the craft.

Charles Miles
Cleveland, Ohio



This photo of work in process shows how the concrete cover floor is installed over wire fabric reinforcement, radiant heating coils and piping connections.



For new homes that stay new

American Welded Wire Fabric

EXCESSIVE settling can be prevented in the homes you build, by reinforcing all concrete construction with American Welded Wire Fabric. That means you prevent cracked plaster, warped floors, gaping baseboards and sticking doors . . . seepage and damp basements, cracked, sunken and bulging sidewalks and driveways . . . all of which tend to make a new home old before its time.

When you use Welded Wire Fabric to reinforce concrete, its strength is distributed *evenly* throughout all parts of the basement, first floor, ground slabs and outer walls. All are joined into a solid unit by the continuous reinforcement American Welded Wire Fabric can provide.

Make sure your new homes will have enduring strength and beauty. Select the proper size and design for each type of construction from the wide variety of sizes and designs available in U·S·S American Welded Wire Fabric. Many prominent builders have found that is the best way to build better homes, make quicker sales.

You can get U·S·S American Welded Wire Fabric from your jobbers' and dealers' stocks.

USE THIS FREE SERVICE

It will pay you well to get the latest information on American Welded Wire Fabric. Send today for our illustrated folders, which show typical uses of wire fabric reinforcement in factories, farms, airports and public buildings, as well as in residences, sidewalks, curbs and driveways. If you wish, our qualified experts will be glad call and show you how you can use U·S·S American Welded Wire Fabric to the best advantage. Just drop a line, on your business letterhead, to our nearest sales office.

AMERICAN STEEL & WIRE COMPANY, GENERAL OFFICES: CLEVELAND, OHIO
COLUMBIA STEEL COMPANY, SAN FRANCISCO
TENNESSEE COAL, IRON & RAILROAD COMPANY, BIRMINGHAM
SOUTHERN DISTRIBUTORS
UNITED STATES STEEL EXPORT COMPANY, NEW YORK

Every type of concrete construction needs

USS

AMERICAN WELDED WIRE FABRIC

reinforcement

UNITED STATES STEEL

Right from House Beautiful

BETTER your home...better your LIVING

A PREVIEW OF THE SALES BUILDING OPPORTUNITIES TO BE FOUND IN THE AUGUST ISSUE OF HOUSE BEAUTIFUL REACHING YOUR BEST CUSTOMERS ON OR ABOUT JULY 20th

ADVER-TIES

FOR EASIER, MORE PROFITABLE SALES TIE-IN YOUR FORTHCOMING PROMOTIONS WITH THESE FAMOUS NAMES FEATURED IN THE ADVERTISING PAGES OF AUGUST HOUSE BEAUTIFUL

SURFACING MATERIALS

WALL PANELING

1. MISSISSIPPI DECORATIVE GLASS
MISSISSIPPI GLASS COMPANY

Mississippi Glass Company has released an attractive booklet titled, "Modernize Your Home With Decorative Glass," featuring actual photographs that show how figured glass adds charm . . . enlivens and brightens every room in the house . . . makes each radiant with interest. For free copy write: Mississippi Glass Co., 88 Angelica St., St. Louis 7, Missouri.

WINDOWS, DOORS & EQUIPMENT

2. ANDERSEN WINDOWALLS
ANDERSEN CORP.

Andersen WINDOWALLS—those complete wood window units that serve both as windows and as walls are featured for use in kitchens. Andersen WINDOWALLS are the windows home owners prefer. They are the windows that make a home sell faster.

3. CURTIS SILENTITE WINDOWS
CURTIS COMPANIES SERVICE BUREAU

Silentite Windows and the full Curtis Woodwork line are advertised regularly in "House Beautiful" and several other national magazines. You will find a Curtis Silentite ad in the August "House Beautiful." This strong national campaign has helped to build up wide acceptance for Curtis Woodwork which is sold exclusively through retail lumber dealers.

4. PITTSBURGH PLATE GLASS
PITTSBURGH PLATE GLASS CO.

5. THERMOPANE WINDOWS
LIBBEY, OWENS, FORD GLASS COMPANY

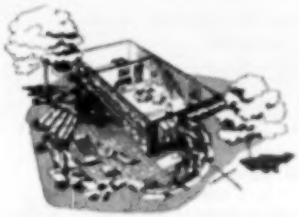
(Continued on next page)

CLIMATE CONTROL:

DOWN UNDER

"SUNKEN" LIVING AREAS PRESENTED AS GOLD MINES OF YEAR-ROUND COMFORT

In another of its regular Climate Control features, August *House Beautiful* offers a challenging set of facts to future home owners—about the remarkable year-round comfort of living areas below ground level. And, as explained by Dr. Paul A. Siple, expert on climatology for *House Beautiful*, the advantages of "sunken" living rooms and bedrooms, influenced by even underground temperatures, are practical



enough to give your best prospects an entirely new perspective on their future houses. So be prepared for questions on the subject. They're inevitable, once August *House Beautiful* is in their hands.

Dampness, underground wall temperatures, humidity control, etc., are all analyzed in terms of their effects on "sunken" area comfort. And it will pay you to look into these important subjects . . . to study the illustrative sketch reproduced here from the "There's a Gold Mine Under Your House" editorial. The progressive, practical ideas *House Beautiful* furnishes America's leading home-minded families, you see, on the type of architecture those families select, the building materials they buy, the home equipment they use, are enormously influential. And it's only logical that they'll ultimately turn to the architects and builders who capitalize on those ideas in advance.

RENOVATION

A cellar renovation extending far beyond the mere "rumpus room" variety is pictured in the August *House Beautiful*. Carefully planned to utilize waste space and provide elbow room for a variety of recreational activities, each in its own sphere, it's just the model to start relaxation-minded home owners in your locality asking you for estimates and specific suggestions.

You'll find this feature (on pages 76 and 77) doubly effective as an influence that pays off because it coincides with *House Beautiful's* Climate Control story of the month . . . on the year-round comfort to be found in even below-ground temperatures. So keep the August issue handy for reference and go over *both* editorials with your prospective customers. That's the way to make your business grow!

CONFIDENCE

Month after month, year after year, the most aggressively home-minded families in America confidently turn to *House Beautiful* for building news and pace-setting ideas for home improvement. They're upper-income families who are motivated by their desire for better surroundings . . . better living. Capitalize on the enormous influence *House Beautiful* exerts on these families by displaying its name prominently to build extra sales . . . immediate sales! Send for window and counter cards today, mounted with August issue advertisements of your own selection.

SALES

Every issue of *House Beautiful* has building ideas that make sense . . . of the dollars and cents variety. Every month we'll digest them for you here in the American Builder . . . in plenty of time for you to make the most of them.

MORE

ADVER-TIES

6. TRUSCON DOUBLE-HUNG STEEL WINDOWS SERIES 138
TRUSCON STEEL COMPANY

Truscon Steel Windows won't rot, sag or warp. Once installed, they are free from the constant petty maintenance and adjustment expense associated with windows of less durable material. For heating economy, Truscon Double-Hung Steel Windows are factory weather-stripped with stainless steel. Overall cost of these windows is lowest of any double-hung window of equal quality.

PAINTS AND CHEMICALS

7. EXALGAE FOR POOLS
INERTOL CO., INC.

SANITARY EQUIPMENT

(a.) **PLUMBING**

8. CASE BATHROOM FIXTURES
W. A. CASE & SON MFG. CO.

9. CHURCH SEATS
C. F. CHURCH MFG. CO.

* **NO DRIP TAPE**
J. W. MORTELL CO.

(b.) **WATER HEATERS**

10. AUTOMATIC HOT WATER HEATERS
AMERICAN RADIATOR & STANDARD SANITARY CORP.

11. A. O. SMITH AUTOMATIC ELECTRIC WATER HEATERS
A. O. SMITH CORP.

(c.) **FOOD WASTE DISPOSERS**

12. YOUNGSTOWN KITCHENS FOOD WASTE DISPOSER
MULLINS MANUFACTURING CORP.

HEATING, AIR-CONDITIONING, HUMIDIFIERS

10. AUTOMATIC HEATERS
AMERICAN RADIATOR & STANDARD SANITARY CORP.

13. CHRYSLER AIRTEMP HOME HEATING
AIRTEMP DIV. OF CHRYSLER CORP.

14. DUNHAM BASEBOARD HEATING
C. A. DUNHAM COMPANY

BASEBOARD RADIATION — Dunham Baseboard Convectors are flush with floor . . . eliminate "cleaning under" problem . . . permit wall to wall carpeting. Front enclosure is formed so that air openings are recessed and concealed from view. Enclosure guides heated air away from walls . . . minimizes smudging. Heating element is 1" pipe with metal fins attached.

15. FITZGIBBONS BOILER
FITZGIBBONS BOILER COMPANY, INC.

16. FRIGIDAIRE ELECTRIC DEHUMIDIFIER
FRIGIDAIRE DIV. OF GENERAL MOTORS CORP.

Here's a sure simple way to check moisture damage — electrically and automatically! The amazing Frigidaire Electric Dehumidifier passes damp air over chilled coils—forcing moisture to condense into container or drain. It's been proved in thousands of home and business installations—is used by many stores to protect valuable inventories.

17. MINNEAPOLIS-HONEYWELL THERMOSTATS
MINNEAPOLIS-HONEYWELL REGULATOR CO.

18. MUELLER CLIMATROL
L. J. MUELLER FURNACE COMPANY

MUELLER CLIMATROL — trade name of L. J. Mueller Furnace Company, Milwaukee; top name in the heating industry. Mueller Climatrol is the most complete line in the industry—for gas, oil and coal—warm air or wet heating equipment. Write for literature and details: L. J. Mueller Furnace Company, 3000 So. 20th St., Milwaukee 15, Wisconsin.

* **SOLVAY AIR-DRYETTE, JR.**
SOLVAY SALES DIVISION
ALLIED CHEMICAL & DYE CORP.

19. WILLIAMS OIL-O-MATIC
WILLIAMS OIL-O-MATIC DIVISION
EUREKA WILLIAMS CORPORATION

For every type of heat in every size of home, there's a Williams Oil-O-Matic COMPLETE heating unit, factory-designed for maximum beauty, ruggedness and economy. Oil-O-Matic's "buyers' guide" booklet, "There is a BIG Difference in Oil Burners" frankly compares all types. Write Williams Oil-O-Matic Division, Eureka Williams Corporation, Bloomington, Ill.

MAJOR APPLIANCES

20. HAMILTON CLOTHES DRYER
HAMILTON MANUFACTURING COMPANY

KITCHEN CABINETS

21. ELGIN STEEL KITCHENS
ELGIN STEEL KITCHENS

* **LYON KITCHENS**
LYON METAL PRODUCTS, INC.

* **PORTA-BILT CUSTOM KITCHENS**
MUTSCHLER BROS.

MISCELLANEOUS ACCESSORIES

* **TUCKER HOUSE WASHER**
TUCKER MFG. CO.

FENCES

22. ANCHOR CHAIN LINK FENCE
ANCHOR POST PRODUCTS, INC.

23. DUBOIS WOVEN WOOD FENCE
DUBOIS FENCE & GARDEN CO.

24. RUSTICRAFT WOODEN FENCES
RUSTICRAFT FENCE CO.

GARDENING—LAWN CARE PRODUCTS

25. SCOTT'S "SCUTL" CRABGRASS ELIMINATOR
O. M. SCOTT & SONS CO.

The best lawn building season of the year starts in mid August. It's Nature's seeding time! Do your customers a favor and feature Scotts Lawn Care Products including "SCUTL" for snuffing crabgrass. Fall is when new lawns are best started, which means that sales of Scotts SEED and TURF BUILDER are usually larger.

* No counter card available.

FREE

AB AUG

House Beautiful display aids featuring the advertisements of many of these manufacturers can be had without charge

Circle the numbers below which appear beside the advertisements you wish mounted, fill in your name and mailing address and mail coupon to: Merchandising Division, *House Beautiful* Magazine, 572 Madison Avenue, New York 22, N. Y.

		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

85% of all prospective home owners want oak floors

oak opens the door to a sale

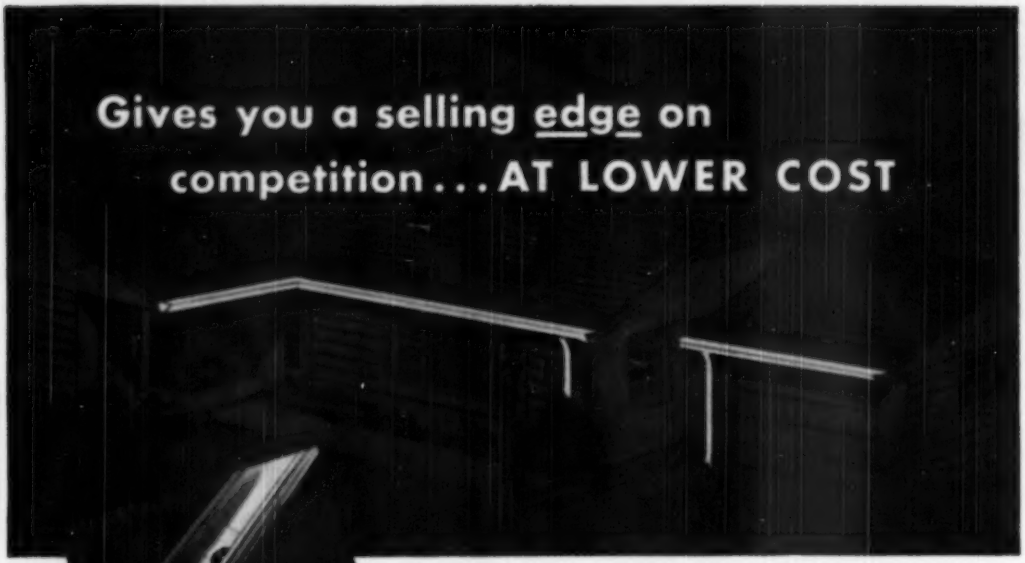
"That first look shows home buyers what they want to see—oak floors! Then they're in a good mood to see the rest of the house. If it comes anywhere near the standard of quality set by the oak floors, I've got a sale!

"You see, I know that 85% of all prospects want oak floors. That's why I always have oak in my homes. I know that if they see oak floors when I open that door, I've opened the door to a sale."

Nothing helps sell a house faster than Good Oak Floors

NATIONAL **OAK FLOORING** MANUFACTURERS' ASSOCIATION · *Dept. 5-7, Sterick Bldg. · Memphis 3, Tenn.*

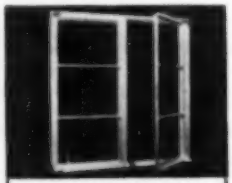
Gives you a selling edge on competition . . . AT LOWER COST



REYNOLDS *Lifetime* ALUMINUM GUTTERS AND DOWNSPOUTS

- **That softly gleaming edge around the house advertises you as a *MODERN BUILDER*—with aluminum!**
- **Specifying rustproof permanence *at half the price of other rustproof materials* stamps you as a SMART BUILDER!**
- **And while you give your client non-staining beauty with no need for protective painting you *save still further on installation costs!***

Reynolds Aluminum Reflective Insulation gives you the most efficiency in the smallest package . . . perfect vapor barrier, too!



Reynolds Aluminum Residential Casement, Fixed and Picture Windows have flush-welded corners for rigidity, weathertightness!

That's the three-point story behind the fastest growing trend in gutters . . . and they all add up to greater satisfaction for your client, more profit for you. These are 5" gutters, Ogee and Half-Round styles, smooth or stipple-embossed finish. You put them up with slip joints—no soldering. Downspouts and complete fittings to match. See them at your dealers. Or mail the coupon. **Reynolds Metals Company,** Building Products Section, Louisville 1, Ky. Offices in 52 Principal Cities.

Also
REYNOLDS *Lifetime* ALUMINUM FLASHING, CORRUGATED, S-V CRIMP, WEATHERBOARD, NAILS, ACCESSORIES

REYNOLDS *Lifetime* ALUMINUM BUILDING PRODUCTS

REYNOLDS METALS COMPANY, 4
Building Products Section,
2003 South Ninth St., Louisville 1, Ky.
Please send full information on your
☐ Reflective Insulation ☐ Gutters ☐ Nails ☐ Roofing & Siding
☐ Windows ☐ Flashing ☐ Built-Up Roofing ☐ Roofing Accessories

Name _____

Address _____

REYNOLDS ALUMINUM

On and Off the Record

News, Views and Comments

NORTHWEST—Reports from this section state that home building is going through a revolutionary stage as far as materials are concerned.

LUMBER—Its price and availability even in areas adjacent to the big producing mills is resulting in a sharp swing to metal cabinets and metal windows, and to insulating sheathing and gypsum boards. For the first time, according to one source, asphalt shingles are coming into wide use.

PLASTER—Because of union control of the number of plasterers who can carry union cards at a given time, there are not enough of these tradesmen to go around. The result is a sharp swing to dry wall. The volume of plaster work is as great as ever, and perhaps greater, but the percentage of the total is dropping steadily, according to report.

PREDICTION—The prediction is that when business levels off the inroads being made by dry wall will stay, and there will be a permanent drop in the percentage of plaster jobs with resulting difficulty for plasterers at any wage scale.

UNION CONTROLS—While it is recognized that here may be a lot of sound argument in labor union limitation of members, there is a glaring inconsistency in some of the contentions of some labor leaders. The reference is to public medicine. Some labor leaders have fallen for the statement that there are dire shortages of doctors and dentists, and that therefore, public medicine legislation should be passed. How that would help is not explained. But in view of the fact that there are more and more accredited medical schools being instituted, and that doctors never have limited their own numbers, union leaders who limit their memberships to a point where construction is being held up should put their own houses in order.

CRITICISM—No one who for any reason, good or bad, limits the number of men available for a given type of work to a point where other work cannot go ahead has any right to criticize shortages in another field that is not limited by an arbitrary regulation.

PUBLIC HOUSING—It is rapidly becoming one of the most unpopular issues facing the American public. It is now evident that public housing advocates tried mightily to put projects through before the public could be awakened to the danger.

DEFEAT—In every city where a referendum vote has been conducted public housing has been defeated soundly and conclusively. In every city where council action was held up by groups of voters wanting to know more before they consented to public housing projects, the projects have been defeated.

ELECTIONS—There is already evidence to indicate that proponents of public housing seeking re-election have been defeated because of their espousal of this socialistic measure. The autumn elections should prove conclusively what the public temper is regarding public housing.

PESSIMISTS—The country needs a lot of them, says W. W. Woodbridge of the Red Cedar Shingle Bureau. There are two many pollyanna optimists who hope the Fair Deal will go down to defeat at some bright day in the far dim future. I am sick of them says Woodbridge. They are planning nothing, fighting neither for nor against nothing—merely hoping something will happen. Nothing, he says, EVER happens. That is why he wants brave, pessimistic realists who are willing to lead.

COMMAND PERFORMANCE—Ned A. Ochiltree, president, Ceco Products Corp., recently issued a short statement titled, "A Command Performance for American Business." It calls on business to sell itself to its own people and to other people. It should be read by every employer in the country. And then thousands of performances should be given.

L.C. HART—He is a Johns-Manville vice president. Recently wrote an article for Look magazine titled, "The Biggest Swindle in History." He proves why any sincere believer in the theory of communism ought to be passionately anti-Soviet, and brands the Soviet Union the biggest swindle in history. It also should be read by every employer.

SMALL BUSINESS LOANS—This is the latest sop calculated to entrap small business into a state of lethargy while socialism marches on.

she knows
what she wants

and it takes
ADEQUATE WIRING

Houses sell faster when they are planned for electrical living. Here's why:

Millions spent in appliance advertising have convinced prospective home purchasers that electrical living is for them.

Many alert builders are taking advantage of this fact. You can do it, too.

Make the wiring a selling point. You must wire anyway. Adequate Wiring is one of the least costly "plus values" you can add to clinch sales and outsmart less acute competitors.

Use this selling tool. For Adequate Wiring information and other sales help.

Just use the handy coupon.

Selling's Less Tiring With Adequate Wiring

National Adequate Wiring Bureau
Department A7
155 East 44th Street, New York 17, N. Y.
Please put me in touch with the nearest local Adequate Wiring Bureau. I'm interested in giving my houses more sales appeal.

NAME .....
COMPANY .....
ADDRESS .....
CITY ..... STATE .....

TECHNICAL GUIDE for Builders and Craftsmen

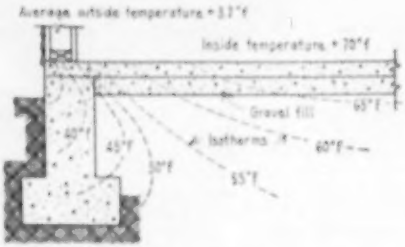
Moisture-Proof Walls and Slab

INSULATION in its many forms is extremely versatile in its use, and is the answer to many of today's building requirements, particularly as it applies to the one-floor basementless house. The convenience and economy of this type structure has resulted in increased use of concrete floors laid on the ground. To properly protect slab from cold and dampness, perimeter insulation and moisture barriers are required.

Asphalt hard-board, a low-cost type of building board, has been found to be particularly adaptable together with Premoulded membrane for use with slabs and foundation walls. The hard-board is resistant to water, fire and acids. It is also odorless, rigid, vermin- and termite-proof and will not rust or rot. One of its characteristics is the fact that the board has sufficient rigidity to withstand the weight of the slab and a safety load.

The membrane which has an asphalt core board is applied with mastic to walls and slab thus forming a weatherproof moisture barrier.

Data and drawings courtesy of W. R. Meadows, Inc., Elgin, Illinois.



HOWEVER great the economy attendant upon the installation of a slab on grade, its usefulness rests directly on the proper application of other materials to insure its practicability. Figure 1 shows the temperature differences that occur in an uninsulated, unmembranized slab. In addition to costly heat loss, condensation will occur at the perimeter, and saponification of the entire surface, by capillary moisture from the soil, will prevent use of any floor covering

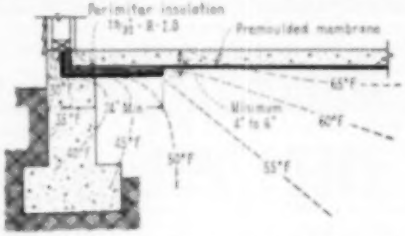
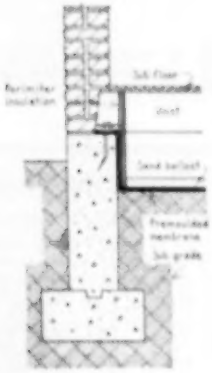
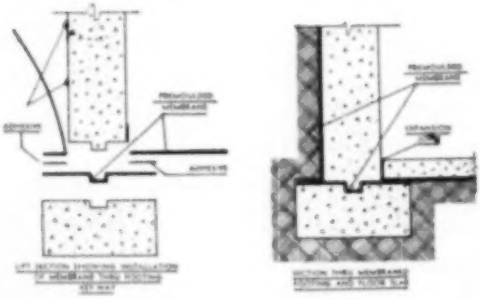


FIGURE 2 shows the corrected method of perimeter insulation with a thermal resistance of 2.8. It has a vapor barrier to the warm side and is impervious to conditions favorable to decay. The insulation has sufficient rigidity to withstand the weight of the slab and a safety load, and contains expansion joint characteristics. The Premoulded membrane retains its masticity and allows for "breathing" of the membrane with the dimensional changes in the slab



CRAWL space made available in joist over grade construction is an ideal location for heating ducts, electrical conduits, water piping and soil returns. A properly installed membrane as a soil covering bonded to the exterior walls plus perimeter insulation will reduce ventilation in this area by as much as 90 per cent. Reduction of air in this area eliminates heat loss, condensation within the ducts, and freezing of water pipes



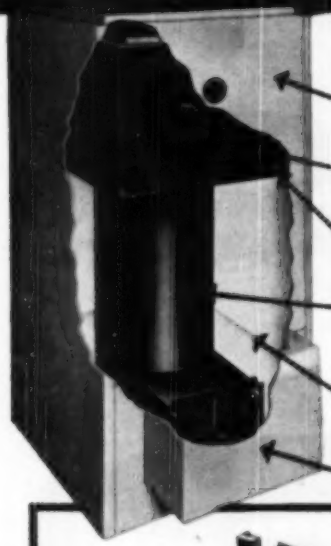
PREMOULDED membrane may be applied vertically to form a waterproof membrane for sub-grade foundation walls. Pour the footings as usual. Membrane is placed as indicated. Apply heat by means of a blow torch to the general area over the key-way. Bond sheets to footing with asphalt. Drawings above indicate the sectional arrangement and the complete wall installation. Portion of membrane appearing above grade to be coated for weatherproofing

(Continued on page 46)

What goes up in the way of low-cost housing, *must come down* to Richmond for the finest in efficient gravity heating. No law . . . just plain fact—when you consider what the new Richmond gravity gas-fired units have to offer. (See below.)

They're simple to install . . . economical to operate . . . yet never deviate from Richmond's high standards of design, workmanship and performance.

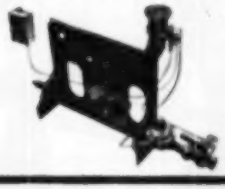
Today, with gravity the trend in low-cost heating, these Richmond quality units are a *natural* for your economy-minded customers. And you can be sure of meeting most gravity heating requirements with Richmond's two convenient sizes—70,000 and 90,000 BTU input per hour . . . *plus* the A.G.A. stamp of approval for all types of manufactured, natural and LP gases.



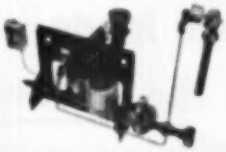
CONSIDER THESE QUALITY FEATURES
of the Model SG-Gravity Warm-Air Unit

1. Sturdy round-cornered light green steel hammertone jacket.
2. Gas-tight all-welded radiator provides a large heating surface.
3. Cleanout covers provide easy access to flues for cleaning.
4. Heavy-gauge steel heat exchanger with large combustion chamber and long, easy-to-clean updraft flues.
5. Steel Casing Jacket Liner provides maximum air circulation to keep jacket cool.

GAS BURNER ASSEMBLIES



Group A Controls
Natural and
Mixed Gases



Group B Controls
Manufactured or
Natural and
Mixed Gases

RICHMOND

RICHMOND RADIATOR CO.—*AFFILIATE OF REYNOLDS METALS CO.*

SEE OUR CATALOG IN SWEET'S

Richmond Radiator Company AS-7
19 East 47th St.
New York 17, N. Y.

Please send me additional information and literature on the new Richmond gas-fired, warm-air heating units. No obligation, of course.

Name _____

Company _____

Address _____

Here's what *Sells*

Desirable Location is Important—

So is Appealing Architecture—

But

Sales are Made or Lost in the Kitchen!

Today more than ever before, new home sales are being made (or lost) in the kitchen. Architecture and location are important, but the kitchen has become the heart of the home, and home buyers are demanding modern, convenient, eye-appealing kitchens.

RANGES • REFRIGERATORS • DISHWASHERS • DISPOSALLS® • WATER HEATERS • FOOD FREEZERS • AUTOMATIC WASHERS

Homes . . .

All-Electric Appliances In The Kitchen!

MEN build houses, but women *buy homes*. When you please *her*, the sale is made. Hotpoint All-Electric Kitchens appeal to women. Women know Hotpoint quality and how Hotpoint adds beauty, efficiency, comfort and gracious living to any home. They know they can enjoy extra hours of leisure when Hotpoint work-saving appliances are at their command. Men also quickly appreciate the engineering skill, economy and convenience of Hotpoint Kitchens.

The weight and scope of Hotpoint advertising and the word-of-mouth praise for Hotpoint performance have taught home buyers to look to Hotpoint for the finest first. Hotpoint's All-Electric Kitchens and All-Electric Home Laundry Equipment are your key to easier and faster home sales.

Hotpoint appliance prices are strictly competitive. In most cases, the entire cost of an All-Electric Kitchen and Home Laundry can be absorbed in the buyers' realty mortgage with slight effect on their monthly payments.

Talk to the Hotpoint distributor in your territory or write to Hotpoint, Inc., 5600 West Taylor Street, Chicago 44, Illinois, and ask for Kitchen Planning information from our Builder's Division.

Close the Sale with Hotpoint!

Hotpoint Inc.

(A General Electric Affiliate)

CLOTHES DRYERS • ROTARY IRONERS • CABINETS

5600 West Taylor Street, Chicago 44, Illinois

This builder program

17,000 house hunters lined up Saturday and Sunday for an opportunity to go through the pilot house. (Price: $10,950) Yet, more amazing is the fact that other builders' homes in the Chicago area—completed months previously—still remain unsold!

Builders and real estate people state, without reservation, that the overwhelming success of this "House of Charm" project is the complete General Electric Kitchen-Laundry. *Why not let General Electric help sell your homes faster, too?*

General Electric offers you all this:

- Tested merchandising programs that have helped so many other builders enjoy phenomenal sales results.
- The brand of electrical appliances that people prefer to all others.
- One source of supply for matched equipment . . . a full line of cabinets and appliances.
- Assistance in designing and improving kitchen layouts for your houses.
- And most important: Remember that G-E equipment is world-famous for its dependability! You can put your confidence in G.E.

packs 'em in the aisles!

"One week after this advertisement was run, 131 houses with General Electric Kitchen-Laundries were sold at $10,950 each. Now our only limit to house sales is our ability to obtain additional manpower for construction!"

Let Messrs. Abbott and White of Chicago, Ill. tell you, in their own words, of their experiences—

"On Saturday, 7,000 people went through the pilot house, and on Sunday an estimated 10,000 people went through.

"Prospects were frankly amazed, and the question asked repeatedly was: Do we get all this General Electric equipment with the house? The answer 'YES' surprised and pleased them.

"People who did not have sufficient cash with them dug into their pockets for as little as twenty dollars and asked whether we would hold a house for them until they could get back with the full down payment. You would have to see what was happening to believe it. We are getting phone calls, cards, and letters from a radius of one hundred miles from Chicago.

"Today our only limit to house sales is our ability to obtain additional manpower for construction! This, in spite of the fact that some other low-priced houses in this area are moving very slowly.

"We certainly appreciate all the co-operation that the General Electric people have extended to us in launching our successful program, and we are awed by the faith and enthusiasm that so many house hunters have for General Electric equipment."

As little as $4.80 more a month!

You can include General Electric Kitchen-Laundry equipment in your houses for as little as $4.80 a month extra when it is included in the long-term realty mortgage.

Furthermore, the slight increase in monthly payments may be offset by the economical operation, low maintenance and long life of General Electric appliances!

Let us help pre-sell *your* houses!

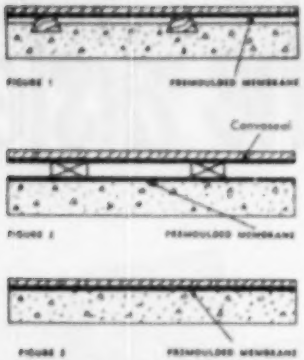
We will work hand-in-hand with you to achieve similar results in your area. Remember, too, that this successful Chicago program has been duplicated in many other sections of the country. From Maryland, Colorado, New York, Washington, D. C., and other cities come similar enthusiastic reports.

Contact your local General Electric distributor for complete facts about the G-E "Kitchen Package," or write to the Home Bureau, General Electric Company, Bridgeport 2, Connecticut.

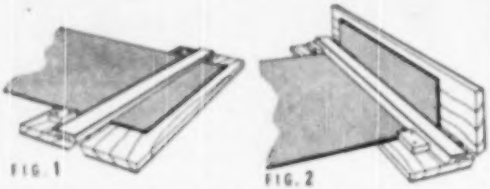
You can put your confidence in—

GENERAL ELECTRIC

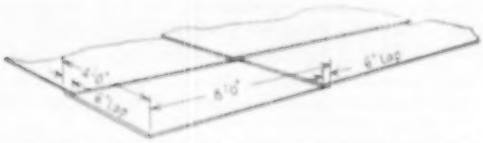
(Continued from page 80)



EXAMPLES above indicate use of Premoulded membrane over existing concrete slabs. In Figure 1, it functions both as a vapor pressure shield and a capillary membrane. Treated sleepers are embedded in concrete. The position of the membrane localizes the slab moisture. In Figure 2, the static sleepers are bonded to the membrane with mastic with the Premoulded membrane cemented to the slab. A vapor barrier is provided as a shield above the sleepers. In Figure 3, a single layer of Premoulded membrane is cemented to the slab to serve as a waterproofing membrane and a flooring underlay. This is a low-cost installation and although it does not prevent saponic formations at the surface, it reduces the effect. These methods can be used where moisture controls have not been included in the original construction

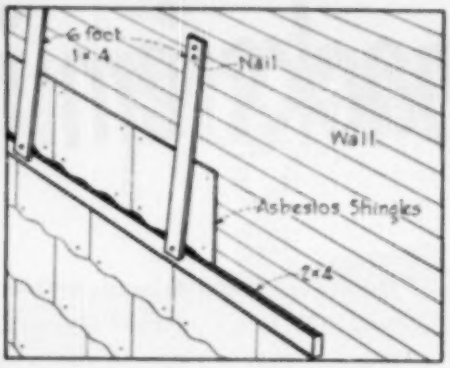


BENDING the membrane to the foundation or masonry walls enclosing the area necessitates an "on the job" bending of the semi-rigid membrane. To make a bending brake with available materials take two pieces of 1x8 inch material 9 feet long and hinge them together, spacing hinges about 24 inches apart. Install hold-down blocks about four inches in from either end. Place an oak threshold adjoining the wood strips and the same length as the 1x8's. The brake is now ready to use. Place a sheet of Premoulded membrane on the brake between the hold-down blocks so that the point of bend is directly over the hinge seam of brake. Torch the general area of the bend and place the hold-down strip over the membrane as shown in Figure 1. Place knee on the hold-down strip and lift the free side of the brake as in Figure 2. The result will be an even and accurate bend



PREMOULDED membrane may be applied in a single ply on grade or grout slab merely by allowing six inches of headlap and six inches of sidelap and applying a bonding of asphalt on the contact surfaces of such laps. Place a weight on membrane to insure adhesion until the bonding asphalt sets. Complete all bonding operations before bonding. There are no open joints with this method of application and labor costs are reduced to a minimum. A coating of asphalt should be mopped over the entire surface for weatherproofing

How to Nail Shingles Quickly

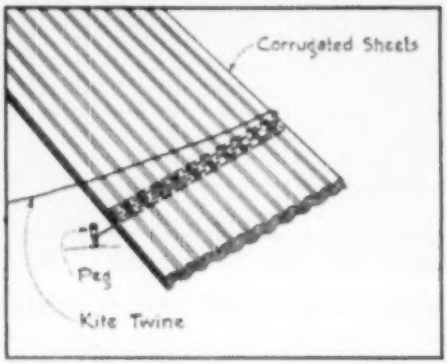


TO NAIL asbestos shingles quickly make a frame of a 12 foot long 2x4 with two struts of 1x4's six feet long nailed at right angle to 2x4.

To use, the bottom row of shingles are nailed level to the wall, after which 2x4 frame is suspended on a level plane with 1x4 struts as shown in sketch. The second row of shingles is quickly laid by placing butt end of shingles on top of 2x4 and then nailing. The third and subsequent rows are nailed in a like manner.—Submitted by Herbert E. Fey, New Braunfels, Texas.

HOW TO DO IT • HOW TO DO IT

How to Pick up Metal Sheets

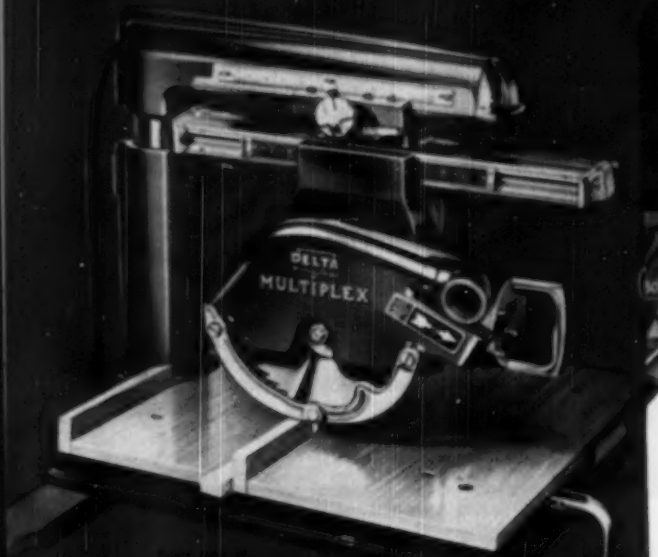


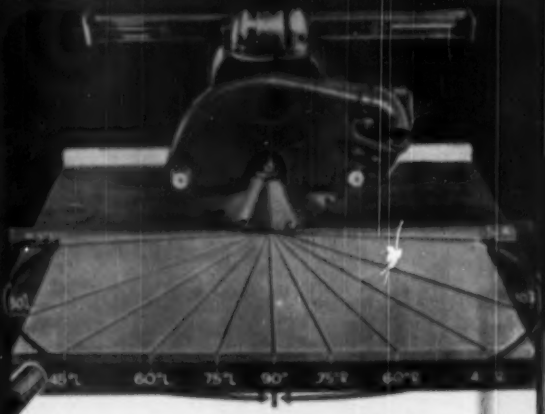
A LENGTH of twine used as shown in sketch will eliminate difficulty in picking up the top sheet from a stack of thin corrugated metal sheets. The end of twine is tied to a small peg driven into the ground close to the bottom sheet. The twine is placed across the top of each sheet of metal. In this manner when the top sheet is to be removed lift up on the free end of the string and take hold of the sheet with the other hand.—Submitted by Herbert E. Fey, New Braunfels, Texas.

American Builder will pay $5.00 for each short cut or job pointer that is accepted for publication. Send all material to Architectural Editor, *American Builder*, 79 W. Monroe St., Chicago 3, Ill.

How-To-Do-It Pointers Continued on Page 119

MAKE THIS SIMPLE MITER TEST!





Try *all* saws before you buy! It's easy . . . just follow this picture. Swing arm to *right* for right-hand miters . . . then swing arm to *left* for left-hand miters. The saw must cut miters and angle-dado from 0° to 90° *both* right and left, as shown, to be fully practical in today's construction. Don't take less — get the full range.

DELTA® MULTIPLEX portable job shop!

Delta Multiplex is the perfect radial saw. Look over these new features: ★ **Double Radial Action** sets up faster. ★ **Centralized Cutting** works safely in common area. ★ **Pivot-point Slide** keeps kerf always above work-top. ★ **Safety Guard** fully encloses saw teeth. ★ **Front Controls** adjust faster, safer. ★ **Full Saw Action**, no lost motion. ★ **Eye-level Degree Scales** easily visible. ★ **Anti-friction Ball Bearing Carriage** rides life-time Nitralloy trackways. ★ **Plus Delta Quality Values.**

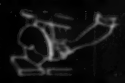
There's no doubt about it—*make the miter test and prove to yourself Delta Multiplex is your best buy!*

Makes profits on every cut from collar to roof. It often pays for itself on one job!

Learn more about Delta Multiplex these 3 ways:

FREE MOVIE!

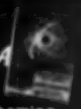
Sound — Action — Color! Ask your dealer to show you this film.



FREE DEMONSTRATION!

Ask your dealer to demonstrate Delta Multiplex in action.

FREE IDEA BOOK!



20 pages showing unlimited uses of Delta Multiplex. Send coupon for your copy.

DELTA MULTIPLEX

DOUBLE RADIAL ACTION

TEAR OUT COUPON AND MAIL TODAY!

Power Tool Division
ROCKWELL MANUFACTURING CO.
6360 E. Vienna Avenue, Milwaukee 1, Wisconsin
Send me new Delta Multiplex catalog, "Unlimited Applications"

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Title _____

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City _____ ( ) State _____

PO-01

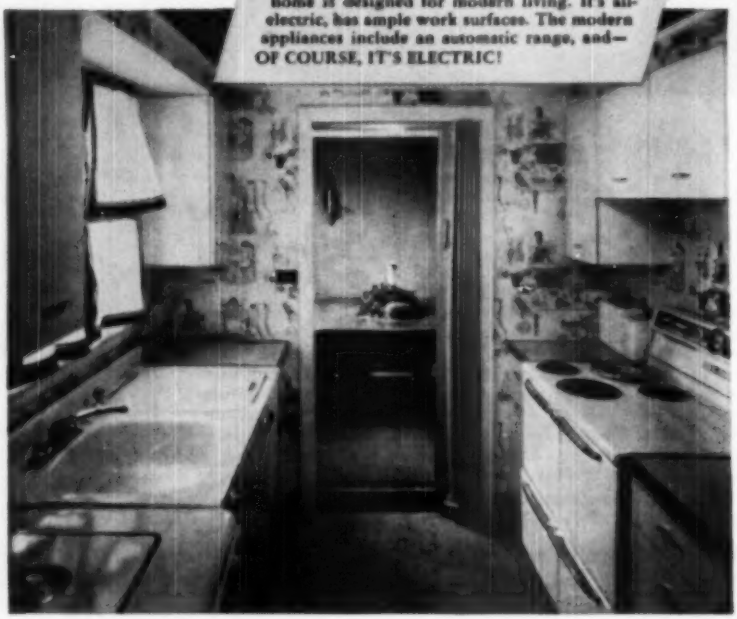
"ELECTRIC RANGES HELP ME TO *Offer more... Sell more,"*

says builder Arnold Hartmann of Oak Hill Village in Newton Centre, Mass.

Specifications show that these homes really do offer extra value for the money. Six rooms, all on one floor. Three bedrooms, each large enough for twin beds, 10 sq. ft. of closet space in each. Completely insulated, sash balances in windows, 65 electrical outlets, telephone raceways. Finest quality materials and construction.

The beautiful, practical kitchen of this dream home is designed for modern living. It's all-electric, has ample work surfaces. The modern appliances include an automatic range, and—OF COURSE, IT'S ELECTRIC!

"When anyone asks me why Oak Hill Village homes sell so readily, the answer is simple," says Mr. Hartmann. "The reason is that these homes offer utmost value to the prospective purchaser. All-electric equipment—including modern Electric Ranges—combined with good design and construction—make them a good buy—and they sell." Successful builders everywhere have found that it pays to install Electric Ranges.



EQUIP YOUR HOUSES WITH

ELECTRIC RANGES

ELECTRIC RANGE SECTION, National Electrical Manufacturers Association, 155 East 44th Street, New York 17, N. Y.

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HOTPOINT • KELVINATOR • LEDO • MONARCH • NORGE • UNIVERSAL • WESTINGHOUSE

EDITORS'

Round Table

BUILD YOUR OWN—Numerous books and booklets on how to build your own house are appearing on the market. While it is conceivable that with a certain plan, and certain talents possessed by the owner, an amateur can build a house, advising everybody to try it is dangerous.

PROFESSIONAL HELP—Some of this, of course, is necessary. A licensed plumber is necessary. In most cases an electrician would have to be employed. The same is true for heating and sheet metal. If plaster walls are used, an amateur certainly should not try that.

WASTED MATERIAL—There is almost bound to be more of this by an amateur than by a skilled carpenter or bricklayer.

CO-ORDINATION—Without specific details of procedure a lot of time and study would be required to avoid waste and spoiled materials.

SAVE HALF—Recently, an amateur was reported to have built a house valued at $16,000 at an actual cost of only $8,000. No plaster was used, there was no concrete work, no grading, no driveway, no garage. It is a five-room, one floor, basementless house.

COST BREAKDOWN—No cost breakdown was shown, and *American Builder* was asked if the saving claimed was possible.

PROBABLY YES—On the basis of a cost breakdown for another house, completely contract built, it seems possible that under certain conditions half the cost might be saved.

REASONS—The house for which the cost breakdown is available cost $9,007.96 including $50 for plans and ten per cent profit for the contractor. Of this, $3,298.18 was for materials. It is probable that the "build it yourself" owner could not have purchased the materials for the same price a contractor is charged, because the latter is a repeat customer and a volume buyer. However, for the purpose of comparison, assume no difference in the price to either purchaser.

SUBCONTRACTS—Assume that the small amount of brickwork was done by the owner, and that he also applied the asphalt roofing, and in-

(*Continued on page 53*)

MOST IMPORTANT FEATURE TO PUT IN THE KITCHEN...

THE AUTOMATIC

WASTE KING *Pulverator*

America's Finest Garbage Disposer!

A new home or apartment is considered obsolete without an automatic, Waste King Pulverator that eliminates garbage electrically! Your customers know this . . . they look for this modern convenience. *Ask them!*

A Waste King Pulverator is a strong *influencing* feature that'll close the sale for you. It denotes quality of construction and products in the home. It's the most important major appliance being specified by progressive builders everywhere, regardless of size or type of building project.

Weigh the facts! What other major appliance could you offer with such high value at such a low cost? *Answer: There is none.*

And, when you specify . . . be sure it's the garbage disposer that's best by the builders' test. *Compare* ease of installation; *compare* dependable, efficient operation . . . and *compare* price. You'll find *all* these benefits in a Waste King Pulverator and more—

- ★ Lifetime Grind Control, protects the plumbing.
- ★ Lower installation cost, no brackets required.
- ★ Continuous-feed operation, preferred by more women.
- ★ Anti-jam features, eliminate binding or clogging.
- ★ Longer, dependable, trouble-free service.
- ★ Competitively priced, your best buy!

FREE! Garbage Disposer A.I.A. file folder sets.
Fill out coupon now! **MAIL TODAY!**

Waste King
AUTOMATIC
PULVERATOR
CONTINUOUS FEED

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GIVEN MANUFACTURING CO., Dept. A87
1250 Wilshire Blvd., Los Angeles 14, Calif.
Please send free Garbage Disposer A.I.A. file folder set.
I contemplate using _____ garbage disposers within the next six months.
Firm Name _____
Address _____
City _____ State _____
Your Name _____

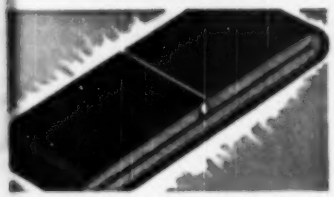
8-FOOT BLANKET TYPE

Barrett*

ROCK WOOL BATTS

Provide the protection and economy of seamless, floor-to-ceiling, blanket-type insulation. Made with vapor barrier on one side and creped Kraft on the other, Barrett* Rock Wool Batts are available in various thicknesses and lengths (up to 8 feet) to meet every building requirement.

Barrett offers you a complete line of Rock Wool Insulation Products—granulated, loose, blankets, and batts. Available promptly in mixed deliveries from your nearest Barrett distribution point. Resilient, clean, lightweight, and quickly applied, Barrett Rock Wool combines excellent thermal and acoustic properties with modest cost. And the Barrett name is kept prominently before the public by constant and extensive advertising.

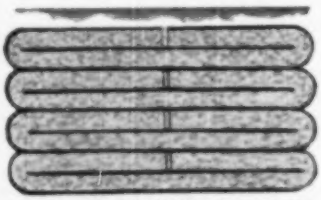


8-FOOT LENGTHS. Go on faster. Fewer seams—an unbroken vapor barrier from floor to ceiling—mean better insulation, less condensation. Also available 15" x 24" and 15" x 48", full and semi-thick.

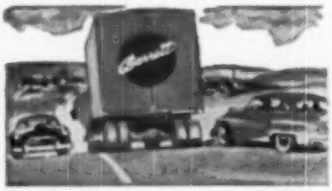
FIRE-SAFE. Barrett* Rock Wool is a fire-proof material—functioning as a barrier to the spread of fire. A blow-torch won't burn it.

SOFTENS SOUND. Cuts down outside noises and, strategically applied to partitions between rooms (as in the case of a bathroom or playroom), it virtually eliminates sound transference.

WON'T LUMP UP. Firm, springy Barrett Rock Wool doesn't "drift" or get lumpy. High resilience assures uniform density of insulation over all areas.



NO STORAGE CASUALTIES. Batts can be stored for long periods and will spring back to specified thickness when removed. No "flatties" at the bottom of the pile!



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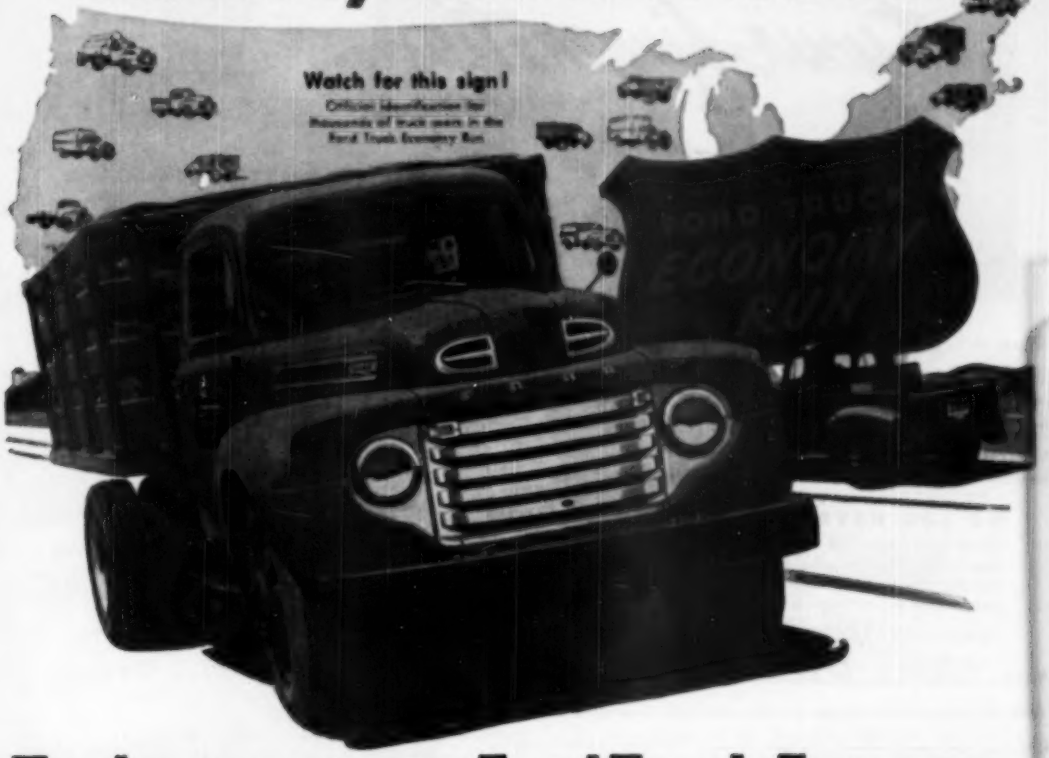
*Reg. U. S. Pat. Off.

Now! Ford Trucks in biggest Economy Run ever made!



To demonstrate Ford Truck Economy

...THROUGHOUT THE UNITED STATES...IN EVERY IMPORTANT TRUCK-USING VOCATION
...IN YOUR KIND OF BUSINESS, WITH YOUR SIZE TRUCKS!

The Ford Truck Economy Run, most realistic economy study in truck history, is now under way throughout the United States.

It's extensive! Thousands of truck users from coast to coast are making the Ford Truck Economy Run over their regular routes. Every important kind of truck-using business is included.

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It demonstrates Ford Truck economy! The Economy Run will demonstrate for everyone to see, what Ford owners have known right along. Ford Trucks do more per dollar in every kind of truck-using business. And this means they will do more per dollar for you in your business!

Economy—one reason why Ford is America's No. 1 Truck Value!
And *Value* is one big reason why more and more truck users all over the country are switching to Ford. Ford Trucks are making the truck industry's biggest sales gains.

Switch to Ford Trucks to feel the difference—in your pocketbook. See your nearest Ford Dealer today!

In the long run, too—Ford Trucking costs less because

FORD TRUCKS LAST LONGER

Using latest registration data on 6,592,000 trucks, life insurance experts prove Ford Trucks last longest

FACTS *at your finger-tips*

...in this Modern Masonry Bookshelf

When we help you do a better job, we are doing a better job.

Supplying you with facts, ideas (and products) that are easy to use is our main interest here at SCPI.

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DO YOU HAVE ALL THIS INFORMATION?

Check the list below for the items you do not yet have and send it with your letterhead to the nearest regional office. Our local representative will fill your order promptly and also give his personal attention to your request for any other information.

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- ☐ **1. The ABC of Modular Masonry** *Basic information booklet on this efficient construction method.*
- ☐ **2. Brick Engineering** *A complete treatise — 400 pages, with many excellent charts and tables. Contains more information on brick design and construction than has ever been offered in one volume, $1.50.*
- ☐ **3. Watertightness and Transverse Strength of Masonry Walls** *Results of five years' research by National Bureau of Standards.*
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SCPI

MAIN OFFICE

STRUCTURAL CLAY PRODUCTS INSTITUTE

1520 18th Street, N.W., Washington 6, D.C.

EDITORS'

Round Table

(Continued on page 49)

stalled all the electrical work. He then had to spend $1,215 for plumbing, sheet metal, heating and tile, plus the contract labor, and also for temporary power for tools and a Formica top for the sink. If he carried insurance that would add another $20. Call it $1,235.

HIS TOTAL—His total cost then was $4,533.18. That is almost exactly 50 per cent of the $9,007.96 total.

ASSUMPTIONS—That assumes many skills on the part of the owner, and it places no value whatever on his own time. It assumes that he is required to lose no time from his regular occupation, that he makes no costly mistakes, and that he requires no help he has to pay except for the several subcontracts he let. It also assumes that he can buy materials at the same prices given to contractors. It further assumes that he needs no loan, since mortgagors would be loath to advance money for such a project.

OTHER CONDITIONS—Now, provide the same house with a concrete foundation, plaster surfaces, a garage, a driveway, and assume that there is grading to be done. Giving the contractor 15 per cent for profit and plans, the cost is now $10,016.05. These figures were obtained and analyzed by Herbert J. Mann over station KFI in Los Angeles.

CASH OUTLAY—He now has to lay out $6,209.18. This is about 62 per cent of the total. His maximum possible saving is 38 per cent.

THE BUGS—It is almost inconceivable that an unexperienced man could do all of the carpenter work. He would need a skilled journeyman to run the carpenter work with himself as an assistant. Under these circumstances he probably could save about $300 by working 300 hours himself at no charge. The carpenter would get $400. Then, if he could not do the brick, electrical and roofing work himself, unaided, he would have to spend another $350. That brings him to a little less than $7,000, and saves him a total of $3,000.

IS IT WORTH IT?—Considering the very doubtful quality of the finished work of an amateur, the enormous amount of time lost through in-

(Continued on page 57)

Simplify
Kitchen Planning

Planning a modern kitchen is a precision job. Whether it is in the building of a new home or the modernization of an old kitchen—

Just Line Radiiluxe

Custom Built Stainless Steel
Cabinet Sinks and Tops

can help you simplify your kitchen planning problems. *JUST LINE* Custom built equipment is so flexible, that it can be designed to fit perfectly into any size and shape of kitchen and meet the most exacting personal tastes and requirements of your clients.

***JUST LINE Radiiluxe* Stainless Steel Sinks and Tops give the housewife the three features she insists upon in her kitchen:—BEAUTY—because they harmonize perfectly with any color and decoration scheme; UTILITY—because they assure the utmost in sanitation and efficiency; DURABILITY—because they give a lifetime of service and satisfaction.**

That's why leading architects and builders recommend and specify *JUST LINE* Custom Built equipment.

If you want to be sure that you will please your clients, write today for FREE illustrated Booklet B-7 and name of our nearest Factory Representative.

JUST *Manufacturing Co.*
4810-20 W. 21st Street, Chicago 50, Illinois

Associated Plywood Mills Warehouses at Dallas (above), St. Louis (above, left) and San Francisco (left).

3 COMPANY-OWNED WAREHOUSES bring you the products of Oregon's finest Plywood mills

While you may live and work hundreds or thousands of miles from Associated Plywood mills in Oregon, the chances are very good that APMI exterior-type and interior-type panels are quickly available in your own area.

For, in addition to company-owned warehouses in St. Louis, Dallas and San Francisco, there are other sales warehouses in major building and distribution centers.

These regional depots stock plywood that is grademarked *and* trademarked; assurance that regardless of where you buy APMI plywood, you get the guaranteed products of a pioneer manufacturer in the industry.

Equally important—you get the services of experienced plywood men. They welcome your inquiries for general information, for prices, for delivery schedules.

Panels up to 60 inches in width and up to 144 inches in length.

APMI SALES WAREHOUSES

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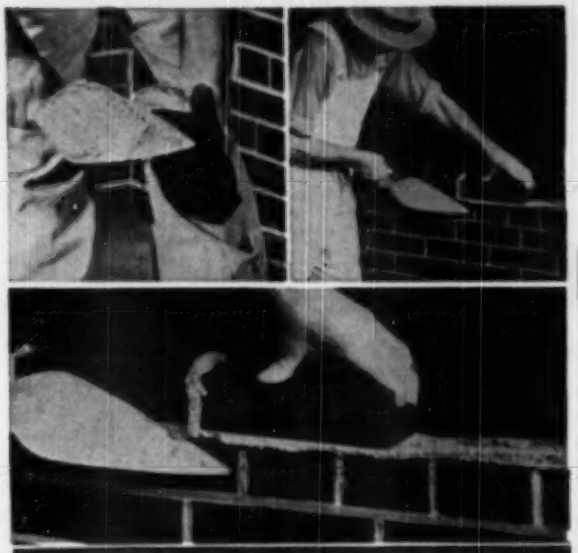
PLYWOOD MILLS, INC.

GENERAL OFFICES: EUGENE, OREGON

Plywood plants at Eugene and Willamina, Oregon ☆ Lumber mill at Roseburg, Oregon

GOOD BRICKWORK = GOOD DESIGN + GOOD WORKMANSHIP + GOOD MATERIALS



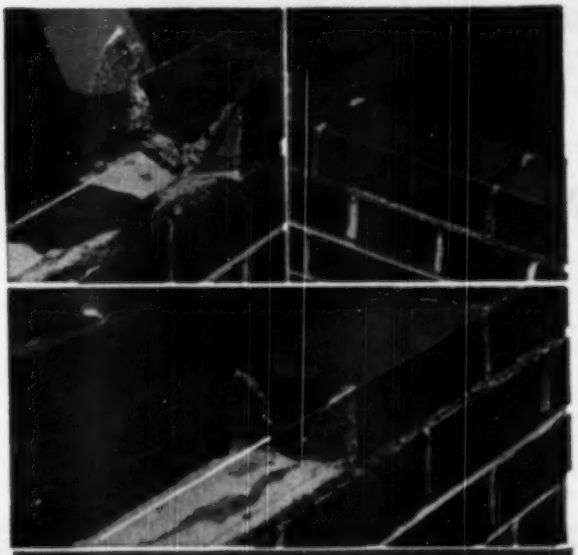
GOOD WORKMANSHIP

Plenty of mortar should be thrown on the end of the brick to be placed. The brick should then be pushed into place, so that mortar oozes out of the head joint.

FULL HEAD JOINTS, WITH BRIXMENT, HELP PREVENT LEAKY WALLS

WE SUGGEST THAT—

All head joints in both face brick and back-up work should be completely filled with mortar. If head joints are not completely filled, water may penetrate to the inside of the wall through openings in the joints. Dabs of mortar spotted on the corners of the brick are not nearly enough to fill the joints.



POOR WORKMANSHIP

When dabs of mortar are spotted on the corners of the brick, the mortar does not completely fill the head joint, and voids are still left.

Take a look at the two examples shown at the left, and you'll instantly see why full head joints are an essential part of *good workmanship* in bricklaying.

No mortar material alone, not even Brixment, can make watertight masonry walls, so long as open crevices and pockets are left in the mortar joints.

Brixment mortar makes it far easier for the bricklayer to do good work. It is smooth and plastic — so soft and workable that the bricklayer can use enough mortar to fill the joint, and still "place" the brick easily and accurately to the line.

Brixment mortar has greater plasticity, higher water-retaining capacity and bonding quality, greater resistance to freezing and thawing, and freedom from efflorescence. Because of this *combination* of advantages, Brixment is the leading masonry cement on the market.

LOUISVILLE CEMENT COMPANY, Incorporated, LOUISVILLE, KENTUCKY

Todt Hill Apartments. 4,400 windows of Alcoa Aluminum manufactured by Sterling Windows, Inc. Owners: New York City Housing Authority. Architect: H. I. Feldman. General Contractor: William A. Berbusse, Jr.

Builders and Owners Prefer Windows of ALCOA ALUMINUM

When owners ask, "How about upkeep costs?" the answer for aluminum windows is, "Practically nothing."

More aluminum windows are going into apartments and homes every day because aluminum lasts. Aluminum windows can't shrink or swell, never need painting, stay easy to open and close.

Informed through Alcoa's colorful national advertising, homeowners and apartment dwellers recognize aluminum windows as marks of value and good construction.

Investigate any of the thousands of new buildings that include aluminum windows and see how they save money over the years. You can get prompt delivery on quality aluminum windows in all standard types and sizes from many leading manufacturers.

For information on any building application of aluminum, call your nearby Alcoa Sales Office or write ALUMINUM COMPANY OF AMERICA, 1485G Gulf Building, Pittsburgh 19, Pennsylvania.

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ALCOA ALUMINUM

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KEEP IT DRY...

WITH

CABOT'S

Waterproofings

Cabot's Clear Brick and Clear Cement Waterproofings add years to the beauty and life of above-grade masonry -- add dollars to the value of your buildings! Cabot's Waterproofings penetrate deeply . . . fill pores with water resistant material . . . retard unsightly efflorescence . . . protect walls, terraces and steps from the damaging effects of freezing and thawing.

Cabot's Waterproofings do not affect color or texture.

Cabot's Waterproofings are

INEXPENSIVE!

EFFECTIVE!

QUICK AND EASY TO APPLY!

Cabot's Clear Brick Waterproofing -- for bricks and dark-colored masonry surfaces.

Cabot's Clear Cement Waterproofing -- for cement, concrete, stucco, stone and all other light-colored masonry.

WRITE TODAY for samples and complete information.

Samuel Cabot, Inc.

751 Oliver Building, Boston 9, Mass.

EDITORS'

Round Table

(*Continued from page 53*)

ability to get subcontractors in and out on time, and the probability that a fair percentage of the time he spent would have to be taken from his regular occupation at a loss in pay, plus the fact that in this breakdown the owner has been given credit for a maximum amount of reasonable skills, it is doubtful if any saving would be made by most owners.

CONTRACTOR PROFIT—Whether it is 10 or 15 per cent it looks to the uninitiated like an easy and desirable item to eliminate. To the initiated, however, there are some excellent reasons for viewing the item as a good investment. In the first place it assures a careful choice of skilled subcontractors. It assures co-ordination of their work, an all important factor in good construction, and it is a guarantee that they will follow each other in orderly succession, and without waste of time. No amateur builder can expect these advantages with the quality of workmanship they assure. If he got them he would indeed be lucky.

DANGER—There is real danger in openly advocating "build it yourself" without many qualifications, and without careful study of all the pitfalls by the man who contemplates building his own.

IN THIS ISSUE—An article entitled, "Fresh Ideas for Kitchen Conscious Home Builders" appears in this issue. In the article, the author makes the following statement. " . . . method of introducing color into the kitchen is somewhat responsible for the swing back into public favor of the all-white fixtures." The statement precipitated an argument. Is there a swing back to all-white fixtures? The editor who authored the article was accused of indulging in wishful thinking. One of his opponents said that exactly the opposite was true. He predicted color in refrigerator units and ranges, and said he actually knew of at least one producer who was going into color for these items. Another said it might be true of low-cost homes, but not of medium and high price homes.

WHO IS RIGHT?—The editors leave it up to the readers. Is there a swing back to all-white, or is there a trend to more color in fixtures and appliances, or is there an established balance?

Tufcrete

REG. U.S. PAT. OFF.

Tuffite

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Inside Basement Walls

. . . below ground, even against hydrostatic pressure. It is a colorless liquid that is mixed with sand and cement. Especially valuable in maintenance work—a big help in new construction.

Stops water seepage in concrete basement walls and floors, elevator pits, underpasses, tunnels, mine shafts, etc. Waterproofs reservoirs, wells, tanks and aqueducts.

Produces weather-proof, oil and grease, acid and salt-water resisting concrete. Mail coupon for complete information and prices.

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ATTACH TO YOUR LETTER HEAD AND MAIL

Tufcrete Company, Inc., Des Moines 9, Iowa

Please send complete information about your Tuffite proposition to Contractors.

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Business .....

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9

Look it's NEW it's TM* it's hermostat

Now available on all HONEYWELL *Comfort* Thermostats

The advantages of TM—Thermostat Magic—are now available on all Honeywell Comfort Thermostats—at no increase in price! This new TM principle provides better heating, more even inside temperatures, regardless of outside weather conditions. Rapid changes outside won't affect these new TM thermostats, because they work with the weather. Home buyers all will want the magic of TM. You'll want to equip every home you build with TM comfort.

Crowning 65 years of development

TM

TM *Tested and Approved*

300,000 TM thermostats now in use—many for three heating seasons—have demonstrated the comfort advantages of the Honeywell TM principle. Home owners are enjoying a new standard of heating comfort—made possible by Honeywell scientific research.

TM *Meters the Heat*

Controlled frequency of burner operation provides an even flow of heat under all conditions. Thermostat Magic means more than thermostat accuracy—it means maximum heating comfort and efficiency—at no increase in heating cost.

TM *Thermostat Magic* means:

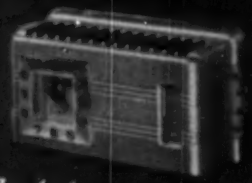
No More Waiting for Heat
No More Chilly Floors
No More Overheating
No More Fuel Used—instead
More Comfort For Your Heating Dollar

agic!

TM keeps the heat coming in regulated portions

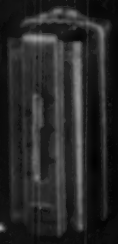
TM furnishes the required heat by properly regulating the length of burner operations in accordance with outside weather conditions—longer in cold and shorter in mild weather. Comfort always!

long and irregular burner operations permit up and down temperatures—allow rooms to get too hot or too cold for comfort. The varying temperatures cause sensations of drafts and chills. Discomfort!



Comfort

TM *Principle provides Better Heating—Always*



Comfort

Comfort

MINNEAPOLIS

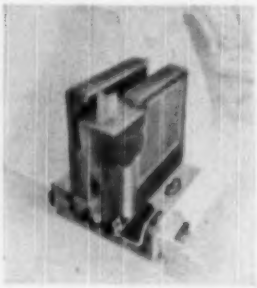
Honeywell

FIRST IN CONTROLS

NEW PRODUCTS
Offered by Manufacturers

FLOOR-WALL FURNACE AB75069

Requiring only 10 inches of floor depth, the Radivector is approved for second floor installation by A.G.A. Combining attributes of floor furnace, a dual furnace and a wall heater, the design provides for delivery of both radiated



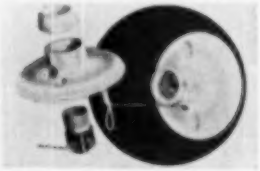
and convected heat through the unique shape and position of ribbed heating element. Dimensions of the unit are 25-½ inches wide, 38-⅝ inches high and 13 inches deep above floor. Unit may be installed in concrete slabs since all connecting and servicing is done from above the floor level. Return air grills in floor assure warm floors and heat circulation. Radivector, Inc., Dept. AB, 5341 San Fernando Road West, Los Angeles 39, Calif.

PREFABRICATED WOOD SIDING AB75070

Linwood siding is prefabricated in sections that measure 32 by 15½ inches with an exposure of 13 inches. It has a combed texture with invisible tongue and groove joints. Deep shadow lines lend themselves to modern and traditional exteriors. Siding sections overlap and interlock and are self-aligning. Nails are concealed. Linscott Manufacturing Co., Dept. AB, P.O. Box 215, Centralia, Wash.

DUAL PURPOSE RECEPTACLE AB75049

Dual purpose porcelain receptacle will fit 3¼ or 4-inch outlet boxes. Base of 4 11/16 inches diameter has open holes for 4-inch mounting and knockouts for 3¼-inch mounting. Keyless,



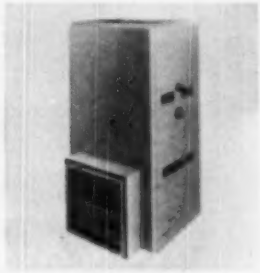
one-piece type features staked screws and handy angle contacts. Illustrated three-piece pull type is manufactured with chain and three-foot cord, seven-inch chain, or chain and insulator. Removable porcelain rings release the Bakelite pull interior for quick wiring. The Arrow-Hart & Hegeman Electric Co., Dept. AB, Hartford 6, Conn.

PLASTIC SURFACED PLYWOOD AB75061

Mixerta, a high pressure plastic, bonded to plywood, is now available to architects, builders and craftsmen in new range of sizes which virtually eliminates all waste. New sizes include: 48 by 96-inch panels for walls, wainscots, general use; 30 by 96-inch for counterfronts, wide countertops, sink tops with back splashes; 30 by 60-inch for table and built-in dinette tops and 24 by 96-inch for countertops. Material is distributed through retail lumber yards. United States Plywood Corp., Dept. AB, Weldwood Bldg., 55 W. 44th Street, New York 18, N.Y.

GAS-FIRED AIR CONDITIONER AB75050

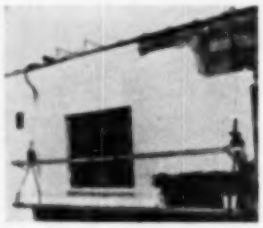
Designed for low-cost, competitive homes and housing developments, model SU gas-fired air conditioner is produced in two sizes: 85,000 and 110,000 B.T.U. input per hour, both with



heavy gauge steel heat exchanger and finishes in light green Hammertone baked enamel on steel jacket. New gravity furnace, model SG, of similar design is made in 70,000 and 90,000 B.T.U. input per hour sizes. Richmond Radiator Co., Dept. AB, 19 East 47th Street, New York 17, N. Y.

SWING STAGE AB75060

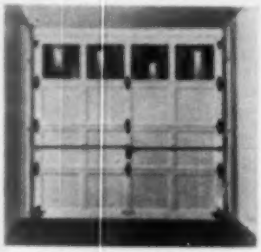
Automatic brake and pawl engaged in ratchet are multiple safety devices on WACO swing stage. Three other safety features are toe



board, guard rail and steel airplane cable. Up to 150 feet of cable may be used on drum; sling arrangement is used when more cable is needed. Stirrups are available for platforms or planking 24 to 30 inches wide in a variety of lengths. Wilson-Albrecht Co., Inc., Dept. AB, 3550 Wooddale Ave., Minneapolis 16, Minn.

GARAGE DOORS AB75057

Among features of the new Wagner 1950 Battery model 336 garage door is sintered iron track roller impregnated with oil to eliminate noise, to improve ease of operation and to obviate



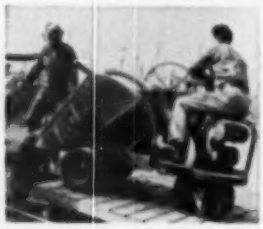
periodical oiling. Steel tracks are formed with 15-inch radius curves and are set at an incline for weathertight closing. Strong cables are supported by ball bearing sheaves. Door latches with spring control bar with cylinder lock. Wagner Manufacturing Co., Dept. AB, Cedar Falls, Iowa

ALUMINUM SCREENS AB75068

Produced in types and sizes for all wood and metal windows, the full-size all-aluminum Fabrico screen for 2 foot, 8 inch by 4 foot, 2 inch window weighs only two-and-one-half pounds. Fabrico screens are wired with 18 by 14 mesh Alclad aluminum screening. Rust-resisting hanging hardware included in package facilitates hanging or removal from inside the house. Screens and Fabricated Metals Corp., Dept. AB, North Bergen, N.J.

POWER BUGGY AB75048

Versatile Whiteman buggy is for use in construction, manufacturing, maintenance or wherever materials must be moved quickly and economically. New model has faster dumping operation using curved rack and pinion mech-



anism which gives operator full control of dump and return when partial dumping is required. Speed of buggy has been increased to 16 m.p.h. Carrying capacity is 13 cubic feet, 2000 pounds. A lower center of gravity, wider tread and shorter wheelbase provide better weight distribution and maneuverability. Unit has 7.5 h.p., four-cycle motor with power to pull load up 25 per cent incline. Whiteman Manufacturing Co., Dept. AB, 3249 Casitas Ave., Los Angeles 39, Calif.

Bradley STRAIGHT/LINE Hardwood Flooring

IS

STRAIGHT BY ANY TEST!

Not that this surveyor's instrument is a standard device for checking accuracy in flooring manufacture; but against the exactness of its unerring plumb line, Bradley STRAIGHT-LINE flooring scores a *perfect parallel.*

Floor layers say STRAIGHT-LINE increases their earnings. That's because there's no crook to force out in drawing up, no mis-matching, no off-angle end joints to correct; floor layers *save* time, instead of losing it.

Builders like this faster laying. It protects their estimates, adds up to more finished jobs, produces more profit per job.

Housing project management and realty developers enthuse over eye appeal in the matchless beauty of STRAIGHT-LINE floors . . . declare it promotes eager occupancy and sales.

Home owners take pride in STRAIGHT-LINE floors. That's because their lasting, superb smoothness is protected by strain-free, perfect matching which our STRAIGHT-LINE feature provides . . . that's why Bradley STRAIGHT-LINE flooring is the *Standard of Comparison* in hardwood floors of Oak, Beech or Pecan.

At local distributors' everywhere.

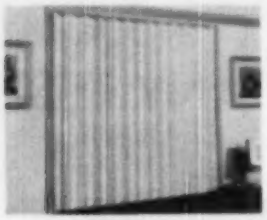
BRADLEY LUMBER COMPANY *of Arkansas*

BRADLEY BRAND

WARREN, ARKANSAS

FLEXIBLE DOORS **AB75054**

Air circulates freely in closets enclosed by these flexible doors made of strong Northern basswood splints, 5/8 by 1/10 inches thick. Designed for walk-in closets, room dividers and similar



applications, doors are available in range of eleven standard lacquer enamel colors including a natural finish. Since it is suspended in a traverse channel, door is easily hung. Method of folding saves space. Hough Shade Corp., RA-TOX Div., Dept. AB, 1044 Jackson Street, Janesville, Wis.

RUBBER FLOOR TILE **AB75066**

Sloane quality rubber tile is produced in 18 marbleized and one solid color. Tile is highly resistant to indentation and has high glossed surface. Marbleization extends through entire thickness of tile. Colors are co-ordinated for harmonious effects when used in combinations. Sizes are: 4 by 4, 6 by 6, 9 by 9, 12 by 12, 6 by 12, 9 by 18 inches. Border slabs are 36 by 36 inches; feature strips are two and three inches wide and 36 inches long. Tile is available in 1/8-inch gauge, but 3/16 and 1/4-inch gauges are made on special order. Sloane-Blabon Corp., Dept. AB, 295 Fifth Ave., New York 16, N.Y.

GUN TYPE SAW **AB75058**

This versatile tool will cut through any material from rubber to stainless steel. Stroke is adjustable up to full two inches. Special guides for various blade widths, from 1/4 to 1-inch, eliminate whipping or snapping of blades. Guides are used as sights in following line. Tool is equipped with handle movable to any position. Unit will swivel 360 degrees and lock in any cutting tangent. Can be driven by an electric drill, air drill, or flexible shaft. Transo, Inc., Dept. MTN-AB, Suite 440-445, Gateway Bank Bldg., Minneapolis, Minn.

VINYL WALL COVERING **AB75063**

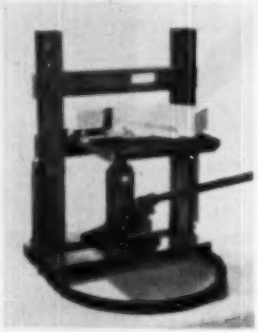
Permanent vinyl wall covering is available in eight true-tone colors and in two authentic wood grains: prima vera in blonde, gray, tan, dark; mahogany; walnut in blonde, dark, gray. Highly resistant to alcohol, alkali and other stains. Wonder Wall is flexible, smooth and easy to handle—goes around inside or outside corners, making installation relatively simple. Plastic Div., Pulpaper Co., Dept. AB, 52 Vanderbilt Ave., New York 17, N.Y.

INVISIBLE DOORMAN **AB75081**

Invisible electrical-mechanical doorman unit, called the Pittcomatic, is first double-acting automatic power hinge manufactured. A small electric-hydraulic apparatus controls 250-pound doors with feather-like touch. Controlled by hidden micro-switch so sensitive that hydraulic opening action starts after lightest touch. One-third horsepower motor mechanizes the process. Unit can be adjusted to require slight steady pressure to open or single touch. Door may be remotely controlled from control panel. Pittcomatic closes door on normal cycle. In event of power failure, door can be hand-controlled as ordinary door. Spring tension can be set to cope with heavy winds. Since it operates in both directions and functions slowly and smoothly, unit can be used in single door entrances. Pittsburgh Plate Glass Co., Dept. AB, 632 Duquesne Way, Pittsburgh 22, Pa.

MASONRY CUTTER **AB75077**

Red Devil masonry cutter, a portable machine for cutting any brick, pumice, concrete block or flagstone, is equipped with hand-operated Hein-Werner hydraulic jack. Two hardened steel blades simultaneously bite into top and bottom



of masonry unit producing straight cuts and corners. Mitre tray is included for presetting cuts and is lined with sponge rubber to prevent ragged breaks. Made in three models: model C-110—for material up to 10 inches has cutting pressure of three tons; model C-113 will slice masonry units up to 13 inches with pressure of five tons; model C-117 will trim largest concrete blocks. Lee Sales Company, Dept. AB, 10439 San Carlos, South Gate, Calif.

ASBESTOS SIDING SHINGLES **AB75051**

Smoothgrain Permatone asbestos siding shingles have deep, grained appearance of weathered wood but are smooth to touch and have same cross-section throughout. Their wood grain appearance makes them adaptable to modern or

traditional buildings. Colored ceramic granules pressed in grooves of grain give shingles textured quality. Smooth surface is highly resistant to soiling. Permatones cut clean because shingle cutter works against smooth surface. Available colors are silver gray, heather green, autumn brown and weathered gray. Johns-Manville, Dept. AB, 22 East 40th Street, New York 16, N. Y.

WET-OR-DRY PUMP **AB75056**

Factory sealed water pump on model HD Clipper masonry saw eliminates need of disconnecting pump when cutting dry. Pump cannot be damaged by dry-cutting. Model HD Clipper masonry saw shown is one of nine models to feature

sealed pump and water application system that assures all portions of blade and cut are adequately bathed to guarantee smooth, cool cutting and longer blade life. This saw handles all masonry materials from 12-inch concrete block to one-inch quarry tile. Clipper Manufacturing Co., Dept. AB, 2800 Warwick Trafky, Kansas City 8, Mo.

INSERT NUMBERS AND MAIL COUPON FOR INFORMATION

American Builder, 79 W. Monroe Street, Chicago 3, Illinois

Name .....

Address .....

City ..... **State** .....

No.	**No.**	**No.**	**No.** .....
No.	**No.**	**No.**	**No.** .....
No.	**No.**	**No.**	**No.** .....
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When you address inquiries direct to manufacturers concerning a new product described here, please mention that you saw it described in American Builder

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On every building job, extra safety is something you always want. And safety is one reason so many builders say, "I'll take SKIL Saw." SKIL Saw power prevents jamming or stalling that could throw you off balance; SKIL Saw has perfect balance for constant easy use; SKIL Saw provides two handles for sure control where two hands are needed.

Every SKIL Saw combines better balance, design and power. Together they give you the easy handling that pays off in added speed, added safety and better work. Ask your SKIL Tool Distributor for a demonstration today.

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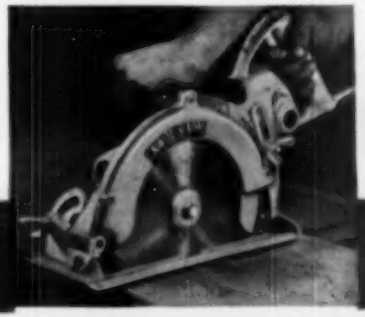

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PORTABLE TOOLS

TO BUILD A REPUTATION FOR KITCHENS...

Build your kitchens with Crosley

The new line of Crosley Kitchens provides *modern* features—*exclusive* features—that help you build your reputation for successful planning and building. Whether you need individual appliances, combinations of appliances, or complete kitchens, Crosley offers the finest in beauty and utility. You can offer owners and tenants extra *convenience*, combined with compactness that conserves floor space, provides greater storage space, and saves steps. Crosley Kitchen products are versatile and adaptable. Whether you plan single- or multiple-unit dwellings, there's a Crosley combination for the exact size and shape kitchen you have in mind. In addition, Crosley design and construction permit quick, easy installation—with a consequent saving in labor and cost. Build with Crosley today and you build a better business tomorrow.

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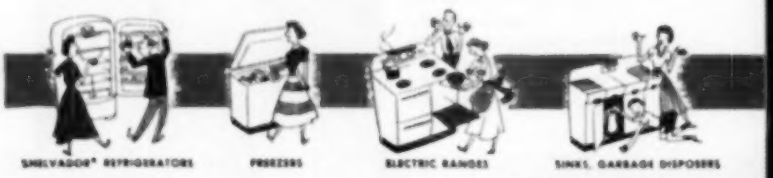
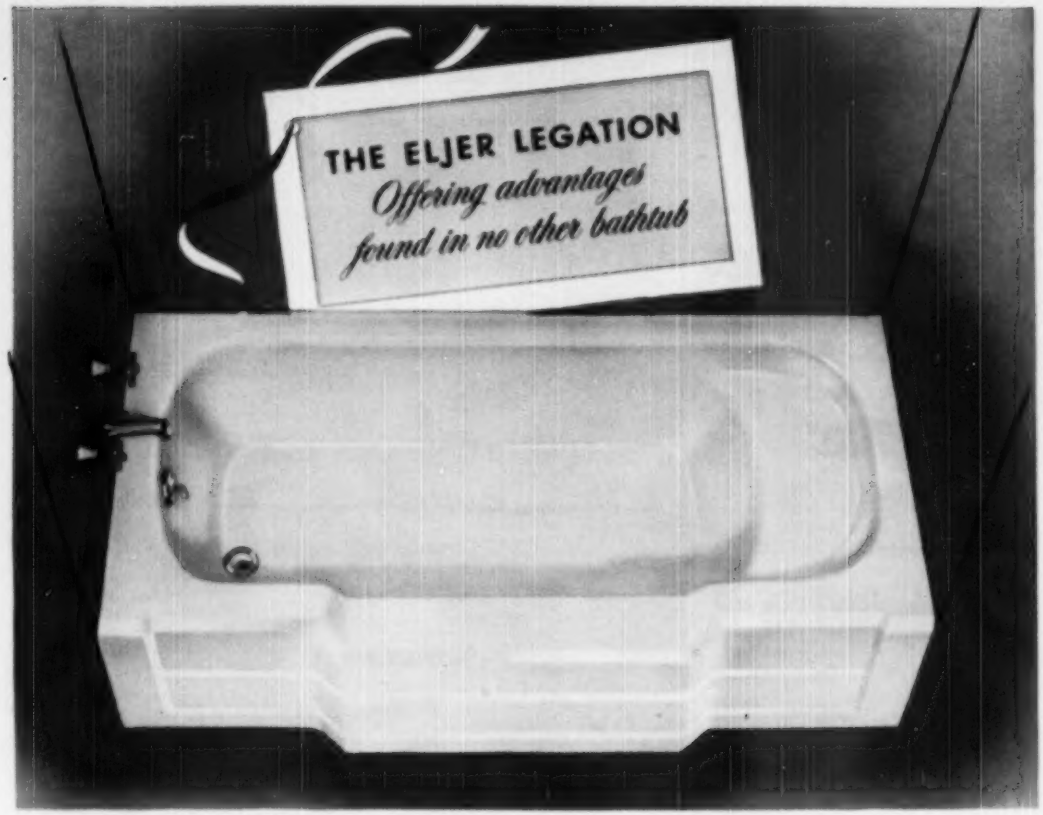


KITRACEYS KITCHEN BASE CABINETS at convenient working height, with plastic tops in a choice of 5 colors, and continuous back-splash guards.
13 BEAUTIFUL SHELVADOR® REFRIGERATORS—with recessed shelves in the door that double "food-room" space.
5 HANDSOME CROSLEY ELECTRIC RANGES (including 2 apartment-size models). 33 different features add extra appeal to your kitchen plans.
6 EFFICIENT HOME AND FARM FREEZERS from 4.1 to 30-cubic-foot capacity. Refrigerating compressor unit warranted for 5 full years.
7 MODERN KITCHEN CABINET SINKS with all-steel welded construction and one-piece heavy-duty steel tops.
THE CROSLEY ELECTRIC GARBAGE DISPOSER—won't jam or clog! Designed to fit practically all kitchen sinks.
DURABLE KITCHEN WALL CABINETS of heavy-gauge steel, with baked enamel finish to match Crosley Kitchen appliances.
24 ROUND ELECTRIC WATER HEATERS in Custom and De Luxe Models from 12 to 82 gallons in capacity.
5 TABLE-TOP ELECTRIC WATER HEATERS in 30- and 40-gallon capacity. Custom and De Luxe Models.
CROSLEY
Better Products for Happier Living

STEEL KITCHEN CABINETS
ELECTRIC WATER HEATERS
RADIOS
TELEVISION



EXTRA FEATURES . . . EXTRA CONVENIENCE . . . EXTRA SATISFACTION

Note the features and you'll see why the Eljer Legation Bathtub is in such demand. This *special* tub . . . an outstanding member of Eljer's complete bathtub line . . . offers your clients *plus* advantages found in no other tub. It gives *you* the opportunity to add extra convenience and satisfaction to the homes that you are planning.

Here are Legation features: thick, vitreous enamel over a *rugged, rigid, cast-iron base;* comfortable end-seat; low front rim; wide, flat bottom for safety's sake; easy-to-clean rectangular shape; extra-wide front rim-seat; superb beauty; 5½' length; white or pastel colors.

The Eljer Line also includes a complete assortment of recessed and corner tubs in many sizes. For information, see the nearest Eljer Distributor or write to Eljer Co., Ford City, Pa. Specify Eljer and you specify extra convenience and extra satisfaction.

It pays you, it pays us— because we specialize in Plumbing Fixtures and Brass

ELJER

ASSOCIATIONS
Their Plans and Activities

Wider Home Builder Activity Sought in Coogan Program

A 15-point action program, designed to achieve national recognition and long-term success for home builders is being pushed by Thomas P. Coogan of Miami, president of the National Association of Home Builders.

The NAHB leader's list of objectives, announced at the last meeting of the NAHB board of Directors, constitutes a platform of activities that can have many constructive effects. Since the 15 points were announced, local associations and individual builders have taken them as guideposts for the future.

Here is what President Coogan would like to see carried through as the line of home builder action:

1. *INDUSTRY SOLIDARITY:* Allied groups within the building industry must work together to protect industry welfare.

2. *PUBLIC RELATIONS:* Begins at home, with community, neighbors, employes, suppliers and customers, showing the public the home builder is a reputable business man and citizen.

(*Continued on page 170*)

ALAN BROCKBANK, left, Salt Lake City, NAHB second vice president, and Frank W. Cortright, executive vice president hold chart showing association membership growth while President Thomas P. Coogan (at microphone) and other directors look on. Coogan outlined program for improving home builders' status at the recent meeting in Washington

Texas Lumbermen Prominent In Civic Activities Are Honored at Convention

Members of the Lumbermen's Association of Texas who are prominent in activities outside the industry, including mayors, Chamber of Commerce presidents and civic club leaders, were singled out for special attention at the Association's recent convention in Galveston when they were named to the reception committee for Capt. Eddie Rickenbacker, honor guest at the annual event.

The group occupied seats on the speakers' platform during Capt. Rickenbacker's talk and were special guests at the board of directors luncheon which followed. Comprising the group were:

Mayors: Gene Klein, Amarillo; Herb Stokely, Brownsville; Bruce Cunningham, Texarkana; Alvan M. Clark, Rotan; John T. Gillett, Alpine; Phil Magee, Jr., Robstown; and S. Amsler, McGregor. Other lumber dealer city officials were W. S. Drake, Austin commissioner, and L. E. McQuinn, Boerne councilman.

Presidents of Chambers of Commerce: Warren Keys, Amarillo; J. B. Moffett, Longview; Jim Pickering, Victoria; James Wilson, Floydada, West Texas C. of C.; Chesley M. Grogan, Atlanta; and James E. Watson, Katy.

(*Continued on page 174*)

Norman Mason Named to National C. of C. Post

Norman P. Mason of the Wm. P. Proctor Co., North Chelmsford, Mass., former president and current director of the National Retail Lumber Dealers Association, has been appointed chairman of the Construction and Civic Development Department committee of the Chamber of Commerce of the United States, it has been announced by Otto A. Seyforth, Chamber president.

NORMAN P. MASON

Mason was named a director of the national Chamber, representing District 1 (New England) in an election early this year. The group's New England constituency is made up of approximately 180 local Chambers of Commerce and trade associations.

Directors of the national Chamber are elected for two-year terms, with two representing each region. They meet five times a year in Washington and once outside the capital to set national policy.

Mason's predecessor in the chairmanship of the Construction and Civic Development committee, one of the Chamber's most important, was George West of the First Federal Savings and Loan Association, Atlanta, Ga.

27,000 See Home Show House

More than 27,000 persons visited a six-room ranch-type model home, built under the sponsorship of the Home Builders Association of Hartford County, Conn., at the recent 1950 Hartford Home Show. The house was constructed under the supervision of Show Chairman Joseph M. Howard, assisted by Dean Caudill and Howard Menzel, with carpenters from several members' crews working 12-hour shifts for three days to put up the house in the Hartford Armory.

Association members reported that attendance at the 1950 show was heavier than ever before, the exhibits more attractive and public interest greater.

Cy Sweet Says -

C. B. SWEET, President, National Retail Lumber Dealers Association

Occasionally, when I am particularly depressed by the callousness of the average American toward the trend of the times, I allow myself to project my thinking into a future which almost certainly will follow unless that callousness is penetrated. I picture myself in the role of a grandfather trying to make his young grandson understand the things he has heard his daddy and me say about the "olden days," when our country was a democracy, and our freedom was as casually enjoyed as the very air we breathed. I hear his little-boy voice saying, "Grandfather, tell me about our country when Daddy was a little boy."

My thoughts turn back to the days of my son's childhood, to the depression of the thirties, with its thousands of unemployed, its frighteningly low wages, with property almost valueless. It was at this time that a new political faith was born, a man was elected to the Presidency who thought, or at least preached the philosophy that a nation could spend and spend itself back to prosperity. In the ten years which followed, the masses of the citizenry were lulled by this golden-voiced President into a state of somnambulism, where they came to accept as a fact that the government owed them their living and security, and that the cost of such security was a simple matter of taxation of the Classes and Big Business. I recall the days of the W.P.A., the ranks of the unemployed dwindling, the people cheerfully handing over their responsibilities to Government, in exchange for material benefits. The Golden Voice talked on, and although taxes mounted, Prosperity had replaced Depression and the Future could take care of itself.

My mind races on to the horror of World War II in the early Forties, and to our ultimately being maneuvered into that war in order to save mankind from the evil forces of Nazism and Fascism. Democratic Government allying itself with Socialistic Government and Communistic Government in the struggle against Nazi Government and Fascist Government was made to seem reasonable by the same persuasive Voice that had so long charmed the people. The war was won through the sheer force of production by private enterprise; however, in order to help accomplish this great task the lives of the people had been regulated by government controls. The postwar years found the United States governed by power-mad politicians demanding more power, who in turn were being harangued by money-mad Labor Union officials demanding more and more money and power, while apathetic Average Citizens, wanting only Security again, ignored the danger signals.

I watched the late Forties roll on, with Socialism rearing its ugly head, and although a new President held the reins of government, many of the wartime controls were as yet not revoked, private enterprise was fighting for its life, taxes were growing more and more burdensome, and Labor more and more troublesome. The labor unions were ceasing to be organizations promoting the welfare of the individual worker and were becoming vehicles on which a few greedy and unscrupulous leaders hoped to ride to political glory. Our former Communist allies were waging a "cold war" or "war of nerves" against us and the threat of a "fighting war" was ever with us.

I look into 1950 with a sigh. Atomic weapons were stored for use in case the "cold War" became a reality, the plan to make a hydrogen bomb had been sanctioned, and Socialism was rapidly gaining a firmer foothold in our nation. Accusations of espionage in high places in government were being hurled by members of the political party not then in power, and economic unrest prevailed. Those of us who believed that Democracy, Free Enterprise, and the American Way of Life of our forefathers were imperiled were shouting to the house tops to try to awaken an indifferent public to the menace that such a picture presented. We might well have saved our energies, for the next few years brought what we had anticipated; the war, into which we had, at last, been goaded; a deadlier and more costly war than any which had preceded it; our democratic system of government cast aside for a social-

(*Continued on page 302*)

Chicago Home Fair Attracts 143,000 During 9-Day Run

More than 150 leading national manufacturers and local distributors and dealers filled all available exhibit space in the Navy Pier at the Greater Chicago Home Fair, May 13-21. According to the sponsoring organization, the Chicago Metropolitan Home Builders Association, the big show attracted a record crowd of 143,000 visitors during its nine-day run.

One of the highlights was a stage show called "Miracles for Modern Living," in which 17 new products were demonstrated and put on public display in Chicago for the first time. These included burglar-proof, radar-operated door-locks, aluminum rubber, a television electric range and a closet that turns itself inside out. The presentation was directed by Joseph H. Schulte of Los Angeles.

CROWDS watched progress of budget home, built during Chicago show. Rendering and floor plan are on back pages

The largest single exhibit was composed of the entries in the Greater Chicago Home Design Competition, also sponsored by the association. More than 450 scale model homes and house designs were entered, created by students from 21 Chicago area high schools. $1,200 in cash prizes was awarded by the association and an additional $600 by the Chicago Herald-American.

Contest judges, all from Chicago, were Edwin H. Mittelbusher, architect; Arthur E. Fossier, builder; Arthur V. Hansen, *American Builder* architectural editor; William Dean, landscape architect; Michael J. Sexton, president, Chicago District Council of Carpenters; and Carl A. Carlson, Board of Education.

The new location of the show, Navy Pier, and a change in hours this year found favor with nearly all exhibitors. Hours were from 5 to 11 p. m. weekdays and from 2 to 10 p. m. on Saturdays and Sundays. In previous years, show hours were from 1 p. m. to 11 p. m. each day. Exhibitors said the new hours eased the problem of staffing their displays. Both on the spot orders and leads were reported unusually heavy by exhibitors.

Paul S. Van Auken was managing director of the show. He is also convention and exposition director of the National Association of Home Builders.

Small NAHB Chapter Doubles Membership

A small group of home builders in Council Bluffs, Iowa, two years ago could count only 20 members in their local National Association of Home Builders' chapter which was just formed. Today that membership has more than doubled, and the determined group is just as enthusiastic about the job to be done by NAHB as any large chapter in the Association. Their main motto is simply to support NAHB in promoting private enterprise.

J. DONALD Graybill, president, left, and Charles H. Friese, secretary, are recently-elected leaders of the rapidly growing Council Bluffs, Iowa, NAHB chapter

Currently the Council Bluffs chapter is supporting NAHB and the building industry in the best way possible for any association—by making sure that members offer good homes for the money, and by standing ready to oppose any local influx of socialized housing. The fact that Council Bluffs is not a large city has not lulled the local builders into neglect of their duty to the building industry.

Originally organized through the encouragement of William Powell, regional NAHB vice president, and the leadership of F. L. R. Hansen, first chapter president; Arnold Ranch, local vice president, and Otto B. Hill, secretary, the chapter is now headed by J. Donald Graybill, president, and Charles H. Friese, secretary, both recently elected.

Oklahoma State Builder Group Gets NAHB Charter

The Oklahoma Builders Association, comprised of local chapters at Oklahoma City, Tulsa, Muskogee, Norman, Enid and Lawton, was recently chartered by the National Association. The state group was organized about a year and one-half ago.

Home builders of two other Oklahoma cities, Ponca City and Shawnee, are in the organizational process.

Cortright's Column

FRANK W. CORTRIGHT, Executive Vice President, National Association of Home Builders of the United States

IT HASN'T HAPPENED HERE—YET!

The phrase "It can't happen here" has been bandied about so much that it's pretty trite these days. And when some of us talk about the threat of Socialism in America, we are apt to be accused of crying, "Wolf! wolf!"

For such skeptics, I offer the following unvarnished statement of the truth about the housing situation in New Zealand—a letter written by a former prominent member of the New Zealand Parliament. Public housing was given its full rein—which proved, to use a mixed metaphor, enough rope to hang itself and with it the whole Socialist government of this important British dominion. Housing was the primary factor which caused the people to eventually overthrow the government and restore their country to a system of initiative and progress.

"The answer to the question raised by your American friend is not quite so simple as it may appear. I will, however, try to give you some of the obtuse angles on this question of housing and its effect upon the general election in this country. The initial trouble rests upon the policy of inflation. Worthless paper money, commonly referred to as 'phoney money' or 'funny money,' has boosted wages to an unprecedentedly high figure for this small country and naturally enough the repercussion has enormously raised the cost of labour, not only as regards carpenters, plumbers, bricklayers and labourers who are actually engaged on the specific job, but on the timber industry as well. Practically all our housing is in timber.

"Then under the bureaucrats the importation of such items as corrugated iron, baths, taps, piping, lavatories, etc. can only be imported under license and has been strictly limited, thus forcing monopoly prices on the builders. That is one angle. Another is that under socialism no one could buy any land for building except at the land valuation price of 1942. The consequence of this was that land had to be bought illicitly—by secret payments under the table. If the purchaser chose to be a dirty dog, as many were, he could inform the government of the secret payment, in which case he got the amount of the secret payment back and the seller was heavily fined. Transactions of this nature not only added to costs but limited the area of land put on the market. Thousands of people wanted to sell, but would not sell on a valuation eight years old and would not face the dangers of selling on 'under the table' payments.

"Other points which had an important bearing on the subject were the following: Tenants were put into government houses on a rental of less than cost. This meant that a man on a low salary was contributing to the rent deficit on a house occupied by a man with double his income, which was manifestly absurd and unfair. One simple instance. A prominent Socialist official was allotted a state house and given precedence over those earlier applicants. His rental was partly paid by his own chauffeur. See how silly this plan of 'housing the people' really was. Then again, many houses were built and almost completed but could not be let because there was no bath, or no taps or no something else. So for months they lay idle. Then the vandals got to work, and under Socialism we have battalions of vandals in every town in the country. They would break all the windows, tar all the walls, smash the bath and do what they liked.

"All this added to cost upon cost. Never once did it occur to the socialist planners that they should not start a house until they had all the necessities to finish it. So we had hundreds of nearly finished houses which could not be occupied. Unhappily the vandals, knowing the nature of a scandalous, extravagant and fool set of planners, backed by illimitable 'funny money' were fair game for a week-end's amusement.

(Continued on page 202)

E. B. Wilson Joins NRLDA Public Relations Staff

Everett B. Wilson of Washington, D. C., a veteran of 30 years in newspaper, sales training and promotion, and public relations work, has been appointed public relations consultant to the National Retail Lumber Dealers Association. Wilson has been closely associated with the construction industry for the past 10 years as a consultant to various industry groups. These include the Producers' Council, with which he remains associated, and the Construction Industry Information Committee for which he conducted the public relations phases of a public attitudes program in 1948 and 1949.

EVERETT B. WILSON

For NRLDA, Wilson will be responsible for the planning, co-ordinating and development of public relations activities under the guidance of association officers and the committee on public relations.

He is the author of two books, "Getting Things Done in Business," published in 1937 by McGraw-Hill Book Co., and "Getting Along with People in Business," published in May of this year by Funk and Wagnalls Co.

Texans Hold 'Builders Frolic'

A. J. "SANDY" McCALL (center), president of the South Texas Home Builders Association, presents gifts to Floyd Burt (left) and L. V. Bert in appreciation of their work as chairmen of committee for recent "Home Builders Frolic" in Corpus Christi. More than 300 couples attended. Formed in November, 1949 the group now has about 300 members

Spiegel Named to 2nd Term As New Jersey President

Emanuel M. Spiegel, of Passaic, was re-elected to a second term as president of the New Jersey Home Builders Association at its recent annual convention in the Claridge Hotel, Atlantic City. More than 800 registrants participated in the program during the four day meeting.

Spiegel is a member of the executive committee of NAHB and a director of the Council for Home Protection. His aggressive leadership is credited largely for development of the New Jersey organization into a strong and militant group fighting to eliminate conditions impeding economical home construction.

Re-elected with President Spiegel were Raymond E. Hanly, Camden, vice president; Edward J. English, East Orange, treasurer; Byrm W. Renninger, Lavalette, secretary; John S. Wright, Irvington, executive vice president and Clarence J. Von Drehle, Hackensack, executive secretary. Alexander Feinberg, Camden, is counsel for the association.

In accepting a second term as state president of the New Jersey group, Spiegel said: "Give us the tools and we'll lick what remains of the housing shortage in this state." By tools he meant less resistance on the part of municipal governing bodies to the construction of moderately priced housing, less conflict in building and plumbing codes, less capricious zoning regulations, and the elimination of governmental interference through public housing and rent control. "Communities like to talk about low-cost housing," said Spiegel, "but they always make it plain they mean it should be built in other communities."

George W. Seiler, Jr., of East Orange, president of the New Jersey Association of Real Estate Boards, in addressing the convention warned the homebuilders that the rental market in most communities has reached, and in some instances overreached, the demand.

NAHB President Thomas P. Coogan, of Miami, Fla., addressed the builders at their annual banquet and appealed for action to protect war veterans from the threat of discontinuance of combination VA-FHA financing on home purchases. He also called for parity in government-insured interest rates in commenting on the reduction of FHA loan interest from 4½ to 4¼ per cent. Fritz B. Burns, past NAHB president and chairman of a special public relations project, and NAHB Executive Vice President Frank W. Cortright also addressed the group.

OFFICERS of the New Jersey Home Builders Association re-elected for a second term at the recent annual meeting are, left to right: John S. Wright, executive vice president; Alexander Feinberg, counsel; Clarence J. Von Drehle, executive secretary; Emanuel M. Spiegel, president; Byrm W. Renninger, secretary; Edward J. English, treasurer; Raymond E. Hanly, vice president

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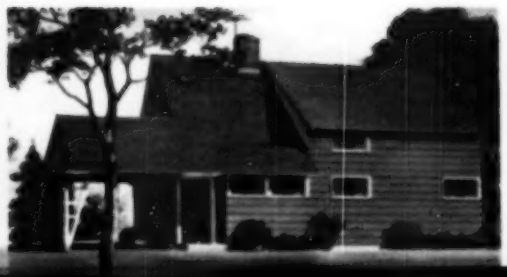

Typical of Levitt & Sons latest full-size houses on a pint-size budget. 4000 of these $7990 homes are going up now, all equipped with television and Briggs Sandstone fixtures.

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Public Medicine and Public Housing

MEDICAL skill and the availability of medical care in the United States are at levels not reached anywhere else in the world. No one acquainted with the facts questions that statement. Another statement that will not be questioned is that there are defects in the distribution of medical facilities. A third unquestioned fact is that many families are in need of help to carry the heavy financial load caused by serious, or prolonged illness. By changing a few words all three of these statements apply in some measure to housing.

Saying nothing about the plus side of either medicine or housing, the socialist destroyers of individual freedom, abetted by a large school of well meaning but misled fanatics, are engaged in an attempt to perpetrate a bold and ruthless deception. They are resorting to evasion, histrionics and deliberate falsification to promote public medicine and public housing as the answers to distribution problems. Readers of the *American Builder* know the tactics of the public housing sector of socialists. It should be interesting to note the parallel tactics of the public medicine sector.

The preamble of the latest public medicine bill offered to Congress contained such statements as "critical shortage of physicians, dentists, hospitals"; "development of research on a scale appallingly inadequate in relation to the dreadful cost of disease"; "almost total lack of decent medical care," and many others. With a change of a few words each of these statements has been used in connection with public housing, and with equal disregard for the truth. The preamble goes on with the stated assumption that nothing can be done under the present system of medical care or any contemplated private enterprise measure to eradicate or improve admitted defects. This is a lie, as the long record of the medical profession in prolonging normal life expectancy by 19 years in the past half century and its tremendous current advances easily prove. A similar false assumption was used in the case of housing.

The preamble to the bill went on to state, "Because a medical dole is repugnant to the American people and would certainly result in a system of state medicine paid for from tax funds and rendered by regimented doctors . . ." This sounds very much like the preamble to the Housing Act of 1949. Both preambles profess belief in the system of private enterprise, and then attempt to panic people into a welfare state by making them afraid of the very things the bills stand for.

What the people, and that includes many public office holders and union leaders whose intentions are above reproach, are not told is that public medicine in a few years will cost six to nine per cent of a family's income, and that in return a man and his family will be part of 2,000 to 4,000 members of a panel assigned to a given physician. They are not told that under this system where people go to the doctor to get something for nothing, it is impossible for the doctor to sort out the minor ailments from early symptoms of diseases, which if unchecked, are fatal. They are not told that the system kills the doctor's initiative and pride of performance, and that low-level standardization of medical care will result just as it has in England.

It is time that home builders and retail lumber dealers began to tell their customers the hoax of public medicine just as doctors have been telling their patients the hoax of public housing, and to prove to them that the cure for defects in distribution of medical care is continuing freedom and competition. If builders get public medicine and doctors get public housing, the entire nation will have got socialism, regimentation and the inevitable decline of all goods and service standards.

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Experts Offer Suggestions—

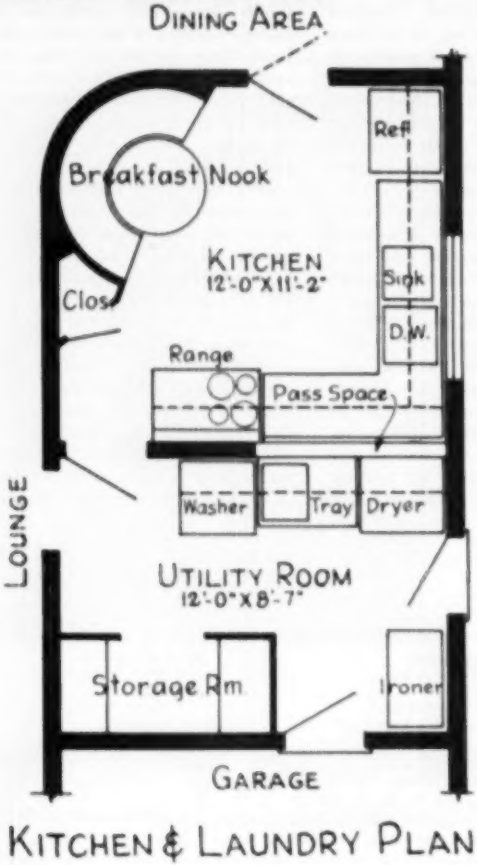
Kitchens and bathrooms selected from winners of the recent "American Builder" contest for women architectural students were presented to equipment manufacturers to be redesigned by professional planners

THE recent architectural contest sponsored by the *American Builder* for women architectural students produced a group of excellent and thought-provoking home designs.

Because of the high interest in the contest, the *American Builder* offered the drawings of the various prize winners to manufacturers of kitchen, laundry, and bathroom equipment for criticism and/or redesign of these respective areas. This was done so that the planning of these three highly specialized rooms might have the benefit of the expert knowledge of the professional designers of the manufacturers.

The practical knowledge of these experts combined with the fresh thoughts expressed by the student winners, which have been retained, has resulted in some very efficient and attractive rooms. These are shown on the following pages.

General Electric Company's Home Bureau re-planned the prize winning entry submitted by Elizabeth Graham Bell of the Carnegie Institute of Technology. They have provided a convenient and workable kitchen and laundry, and yet reduced the two rooms in size



KITCHEN & LAUNDRY PLAN

KITCHEN and laundry as planned by General Electric's Home Bureau. Basic change includes breakfast nook

ORIGINAL plan of prize winning entry

THE prize winning kitchen as originally planned was in the shape of a broken L and called for four doors and one storage closet. Contest judges criticized it for having an excessive number of doors, inadequate storage space, and poorly planned work centers. They also commented on the lack of storage space in the laundry, the omission of a door between that room and the garage and the fact that the room should have been accessible from outdoors.

Kitchen planning experts of General Electric's Home Bureau redesigned the two rooms for a more practical arrangement. Starting with the kitchen, they rearranged two of the doors, relocated the other two doors and the closet. As a result, they were able to make a complete L-shaped kitchen, provide a circular breakfast nook and more storage and work space. They gave the laundry a passage to the garage and made it accessible from out doors. Through this relocation of doors and advantageous use of space, the Home Bureau was able to plan a more convenient and workable kitchen and laundry and yet reduce the two rooms in size. The kitchen was reduced from 12 feet by 12 feet to 11 feet 2 inches by 12 feet; the laundry was reduced from 9 feet by 12 feet to 8 feet 7 inches by 12 feet. This reduction added 15 inches more to the dining area.

Certain imperfections were immediately apparent to the Home Bureau when they studied the original kitchen design. The excessive number of doors and their location ruined the north end of the kitchen. For instance, the door to the lounge and the door from outside were exactly opposite. This made a passageway out of the north end of the kitchen; therefore the doors were relocated in the laundry (where they would be far more practical) and the new arrangement gave the kitchen more privacy, more wall space

RENDERING of north and west walls of redesigned kitchen

and eliminated any possibility of drafts.

Next was the problem of the east wall of the kitchen which called for a storage closet and had the refrigerator set in an alcove. This was poor planning since the closet door could not be opened unless the door to the dining area was closed. Furthermore, since the refrigerator was in an alcove, it was cut off from ventilation, storage space, or work surface area. By moving the dining room door to the west, it was possible to accommodate a circular breakfast area and place the refrigerator along the west wall convenient to the work center. The closet was redesigned for greater accessibility and the door to the lounge relocated in the laundry.

The west wall was formerly pierced by three windows and an outside door. The door was eliminated and fenestration reduced to one window making space for base and overhead cabinets, the refrigerator, dishwasher sink, Disposall and a kitchen ventilating fan.

The north side of the kitchen originally allowed no wall space since it was broken up by the door to the laundry. The Home Bureau moved the door over to the extreme left of the kitchen leaving space for additional storage cabinets and the electric range.

The newly designed laundry room now supplies an entry way from outdoors to house, passage from garage and entries to the lounge and kitchen.

RENDERING of southeast wall of kitchen showing built-in breakfast nook

RENDERING of south wall of redesigned laundry or utility room

"Every convenience for a modern kitchen" was comment of Hotpoint designers. They selected the kitchen and bathroom of the Sonia Jean Albert entry to redesign and confined alterations to relocating equipment to conform to the most practical placement developed by their research department

ORIGINAL plan of prize-winning entry

ACCORDING to kitchen planning specialists of Hotpoint, Inc., this kitchen represents an ideal U-shape arrangement with generous cabinet space. Although the kitchen is relatively compact, it has every convenience needed for a modern house. Production line arrangement of completely automatic appliances cut the housewife's work to a minimum. This kitchen can adequately serve a family of eight persons.

The clean-up center consists of an automatic electric dishwasher-sink equipped with a garbage disposal unit. This is located under the window to give the housewife a pleasant view while working at the sink, but of greater importance it is situated midway between the food storage center and the cooking center.

The refrigerator is located near the garage entrance to the house where food normally is brought into the kitchen. The refrigerator has a left-hand door opening giving convenient access to an adjacent counter surface provided by the base cabinets.

The electric range is placed near the entrance to the dining area and is flanked by base cabinets which allow counter surface for serving food either through dining area entrance or the pass-through which is equipped with a sliding door.

The designers point out that the "U" arrangement is ideal because the traffic lanes through the house do not cross the kitchen work area.

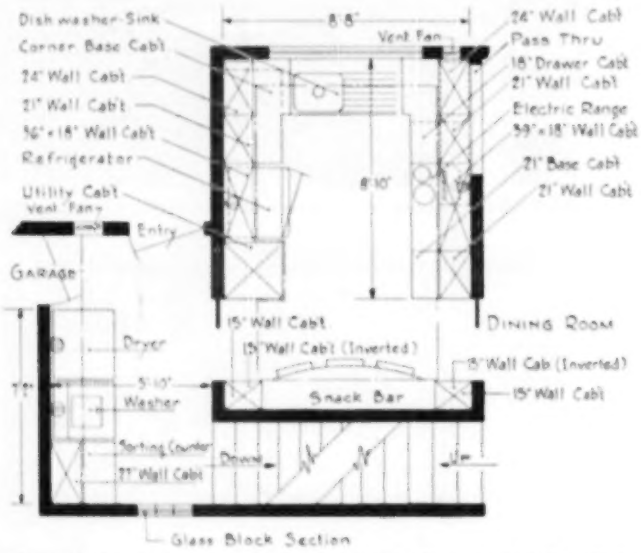
Structural changes from the original prize winning design submitted by Sonia Jean Albert of Yale University recommended by Hotpoint include the following:

The south wall of the kitchen be extended eight inches in order to provide space for the 48-inch dishwasher-sink. Hotpoint kitchen planners recommend that there be a minimum of four feet between lines of equipment facing each other on opposite walls. In this compact kitchen arrangement, you will note that there are approximately 4 feet, 5 inches between the two banks of appliances.

The tool bench and cabinet area in the garage were eliminated, and the garage wall moved north approximately two feet to make room for laundry equipment on the first floor. The prize winner had designated the basement as the laundry area. Moving the laundry upstairs has a number of definite advantages, say the Hotpoint planners. The modern housewife normally washes two or three times a week with automatic equipment. The first floor location eliminates stair climbing and carrying heavy baskets of clothes. In this arrangement, the laundry is adjacent to the kitchen which allows the housewife to do the family laundry while she is cooking, sorting food, loading the dishwasher, or doing other kitchen chores.

The Hotpoint designer installed sliding doors in the laundry entrance as well as in the entrance to the dining area. This is a better arrangement than the conventional swinging or hinged door which obstructs the free action of cabinets, appliances or chairs.

Vent fans were added in the laundry and in the kitchen. These are recom-



KITCHEN and laundry as planned by Hot Point Inc. Basic arrangement of the kitchen remains the same except for placement of units and dimensions. Laundry is relocated

mended for the laundry when an automatic electric dryer is used because the fast drying action injects moisture into the room. The kitchen vent is located over the range to get rid of cooking odors. Ducts are located in the drop ceiling above the cabinets and are vented to the outside (east) wall.

Because the laundry did not have any direct light from the outside, a glass brick section was placed in the west wall. This provides good light and yet prevents people entering the house at the front entrance from looking into the laundry.

The broom closet and canned goods storage area in the garage also were eliminated. They were replaced by a seven foot high utility cabinet beside the refrigerator. This provides at least an equal amount of storage space and is considerably more accessible for general use. The Hotpoint designers recommend that the dead space in the southeast corner of the kitchen underneath the pass-through be utilized by installing built-in drawers for storing linen or silverware in the dining room. The opposite kitchen corner (northeast) has a base cabinet providing storage space, using the entire corner area.

The snack bar is within easy reach of all appliances yet is removed from the kitchen work area. It utilizes two inverted wall cabinets for convenient storage which project only 13 inches into the room. Base cabinets are not recommended because they are 25 inches deep and this would obstruct the passage through the kitchen. Decorative shelves were placed above the snack bar between two wall cabinets. The snack bar illustrates the ingenious use of standard cabinets to form an interesting and useful detail in the kitchen.

The designers advocate using recessed fluorescent lighting in the kitchen and laundry. These are located in soffits above the dishwasher-sink and under cabinets above the snack bar and all counter surfaces. The electric range has a 24 inch fluorescent lamp located in the high backsplasher which illuminates the entire cooking surface.

The laundry has a base cabinet which provides storage space for soiled clothes and also a sorting counter. Above this, a wall cabinet is placed for soap, brushes and other articles used in clothes washing. The automatic washing machine is placed beside the sorting counter while the electric dryer completes the clothes washing assembly line.

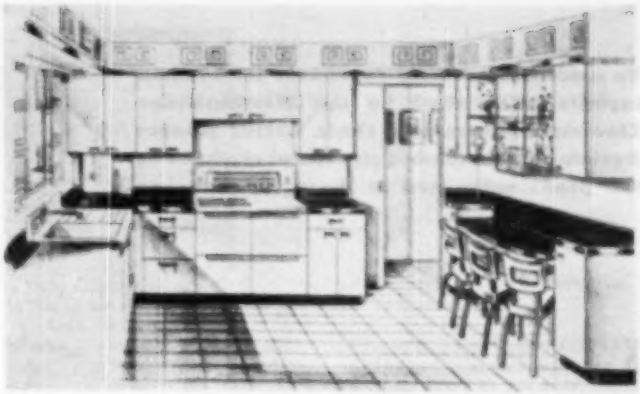
All cabinets in the laundry and kitchen have adjustable shelves so that nothing need be stored out of reach of the housewife. General recommendations are that top shelves should not be more than 70 inches above the floor, which is the maximum height the average woman can reach. Standard cabinets are located above the electric range and the refrigerator and provide continuous banks of storage space. It is important that each appliance have sufficient storage space around it so that articles and food can be stored nearest the point where they are first used.

The designers have recommended rubber tile or asphalt tile flooring for the kitchen and laundry.

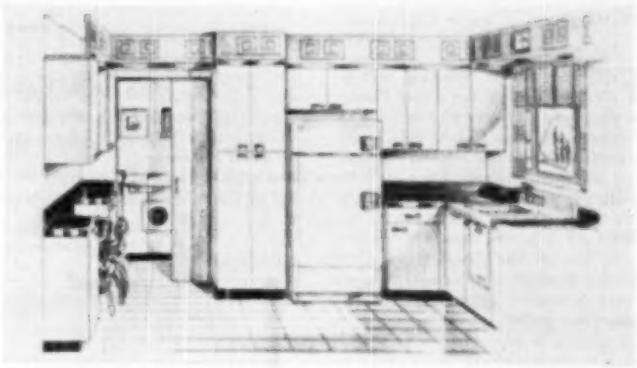
The equipment used in the kitchen follows:

1. "Super-Stor" combination refrigerator-freezer with 8.6 cubic foot

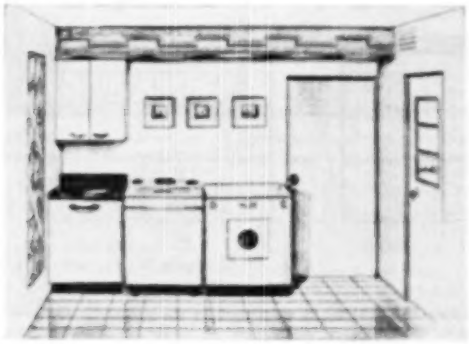
(*Continued on page 218*)



RENDERING of south and west walls of re-designed kitchen looking toward dining room

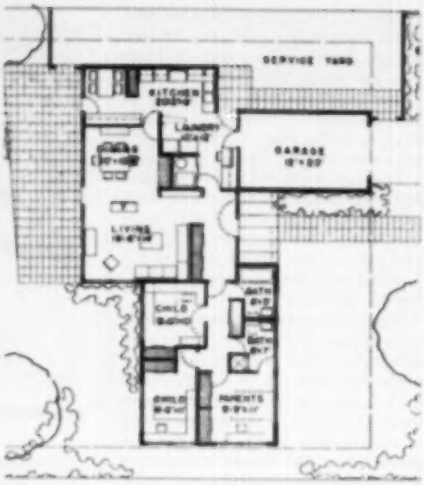


RENDERING of north and east walls of kitchen. Sliding door separates the laundry



THE new laundry room placed adjacent to the kitchen is efficient and practical. It is an enlarged area that is indicated as a passage between the kitchen and garage on original plans. The new room now provides ample storage and work space

To meet the exacting standards for kitchen layouts established by the Westinghouse Electric Corporation, their Better Homes Bureau recommended structural changes in the plans submitted to them for redesign



PRIZE-WINNING plan as designed by Contestant Bette Peek, University of Texas, in competition

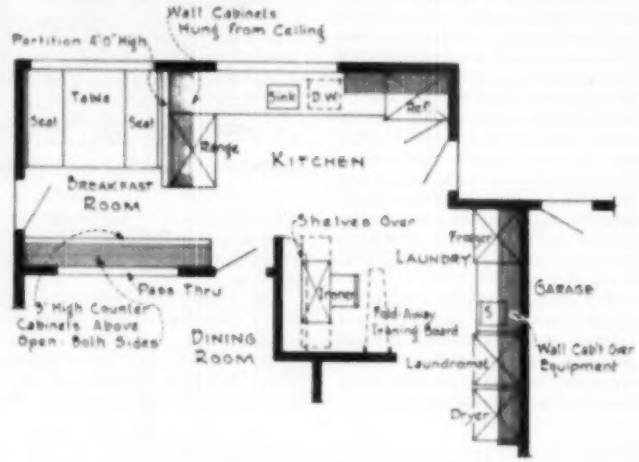
KITCHENS and laundries of prize-winning entries submitted by Bette Peek, University of Texas and Dora Wiebenson, Harvard Graduate School of Design are reviewed in the light of the latest concepts in planning by the Westinghouse Electric Corporation.

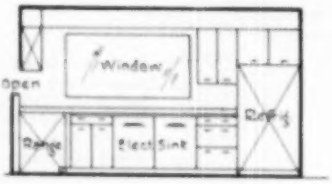
FROM group of winning entries, the designers of the Better Homes Bureau of the Westinghouse Electric Corporation selected two designs for model Westinghouse all electric kitchens and laundries; the entry of Bette Peek of the University of Texas, and the entry of Dora Wiebenson of the Harvard Graduate School of Design.

In the kitchen designed by Bette Peek a number of structural changes were necessary. More usable wall space was gained for the laundry area by placing a new door in the north wall of the kitchen formerly occupied by the sink. The door from the laundry to the garage was closed up and a new door installed which leads from the west wall of the garage to the service yard. The original kitchen layout did not conform to the established routing of the major pieces of equipment that has been generally accepted by the industry; therefore by rearranging the location of the sink, range and refrigerator, that is, by placing the refrigerator to the right, sink-dishwasher in center, and range to left, a more efficient food preparation area resulted. This change necessitated placing a window in the west wall of the kitchen over the sink area. The automatic ironer and fold-away ironing board are placed in the area originally occupied by the laundromat and drier.

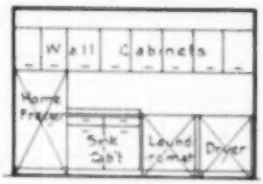
In the breakfast room fixed benches and table are provided. This is optional as sufficient space is available for chairs A large pass-thru opening with sliding doors is cut in wall for serving from counter between breakfast room and dining room.

In the Dora Wiebenson plan the kitchen was changed as follows. The refrigerator was moved to the west wall to complete the food preparation area composed of the refrigerator area and dish-washer sink. The range on the left wall remains in approximately its original position, except that a utility closet is placed against the laundry area wall. To achieve the proper placing of the refrigerator and to obtain additional wall storage space, it was necessary to reduce the size of the window area over the sink. The laundry is similar to the submitted plan, except that the partition separating kitchen and laundry was removed. A laundromat and drier are placed in the



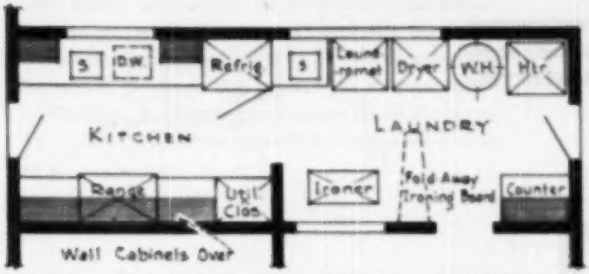


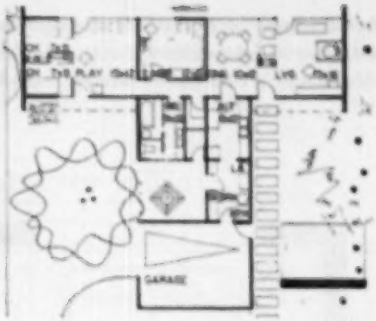
ELEVATION-KITCHEN



ELEVATION
FREEZER & LAUNDRY AREA

KITCHEN and laundry of Bette Peek's house as redesigned by the Westinghouse Better Homes Bureau. Changes to accommodate new layout of equipment are indicated



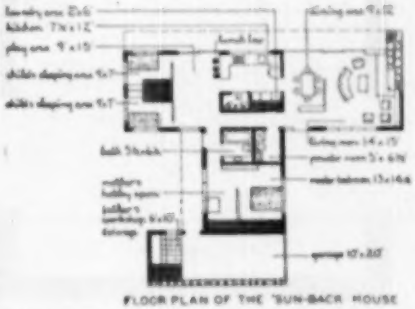


ABOVE, revised plan of kitchen and laundry of house submitted by Dora L. Wiebenson of the Harvard Graduate School of Design indicating changes designed to conform to the best layout practices in vogue today. Right, original prize-winning plan submitted by Contestant Wiebenson

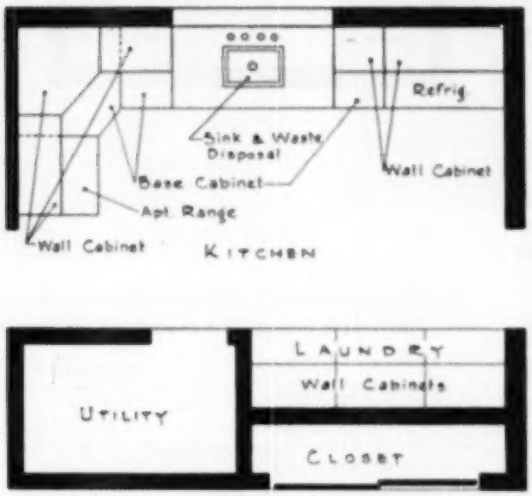
space originally occupied by a large sink and work space. Ironer and fold-away ironing board are placed on the opposite wall. To facilitate a better arrangement in the laundry the kitchen area has been reduced.

The original plan of the kitchen-laundry indicated a complete glass wall on all exposed areas of these two rooms. The revised plan has reduced the glass area considerably. The latter arrangement has worked advantageously to the betterment of the whole plan. One of the prime objections to the original layout was that guests would have to pass before the glass areas of these two workrooms before reaching the front door.

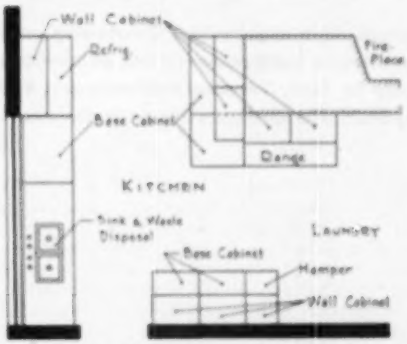
The designers of Mullins Manufacturing Corporation revised the kitchen portion of two designs. The "Sun-Back House" by Nancy Hopkins, Margaret Sinclair, and Josephine Willrodt, University of Illinois, and the design submitted by Nancy C. Reeves, University of Texas



PRIZE-WINNING plan as submitted by Illinois contestants



REVISION of kitchen plan of "Sun-Back House" as conceived by the Mullins designers follows established methods of equipment arrangement

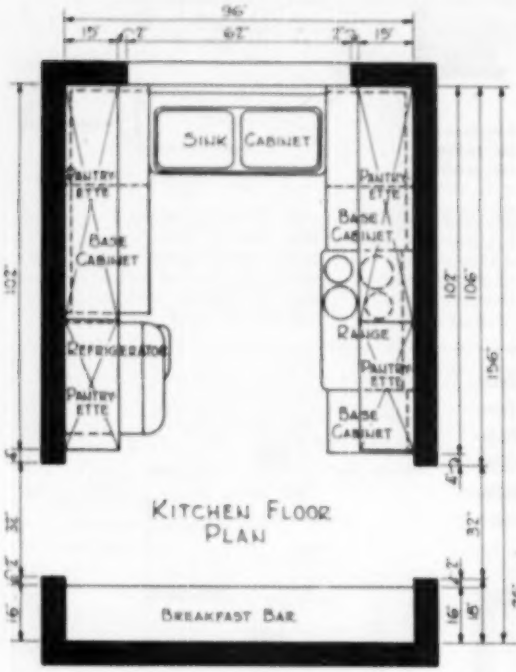


MANUFACTURER'S revision of prize-winning plan submitted by Nancy Reeves of the University of Texas. For original plan refer April American Builder, page 79

IN THE home designed by the University of Illinois students, however, an extension of a wall was required to separate kitchen from playroom. With the aid of this extended wall a very practical arrangement of fixtures has been accomplished. Starting at the left of the kitchen the range is placed in position. Then the sink is placed in the center of the adjoining wall with window above centered over the sink. The refrigerator is placed to the right of the sink. This type arrangement permits ample work area without encroaching on the traffic portion of kitchen and places the equipment in line for the most efficient use.

In the Nancy C. Reeves plan the sink was moved to the outside wall with a large window extending beyond the adjoining base cabinet. Stove was then placed in the former position of sink and refrigerator at end of outside wall.

Kelvinator Corporation worked in conjunction with the Morton Manufacturing Company to revise kitchen design by Sonia Jean Albert of Yale



LINE rendering of revised kitchen layout. Revised plan at left. Alternate plan of end wall below

TWO studies are presented by the designers of the Kelvinator and Morton organizations for the installation of kitchen cabinets and appliances suitable to conform to the existing dimensions and shape of the kitchen of the winning design of Sonia Jean Albert.

The revised kitchen arrangement conforms in many respects to the original, with the equipment placed in position to permit the greatest efficiency and the minimum amount of steps for the housewife in the preparation of meals.

An alternate plan of the area containing the breakfast bar is shown. This includes the proposed installation of a home freezer, an appliance that is practically a "must" for today's better living. It is also suggested that sliding doors be installed between kitchen and dining room and kitchen and utility room because of their space-saving value.

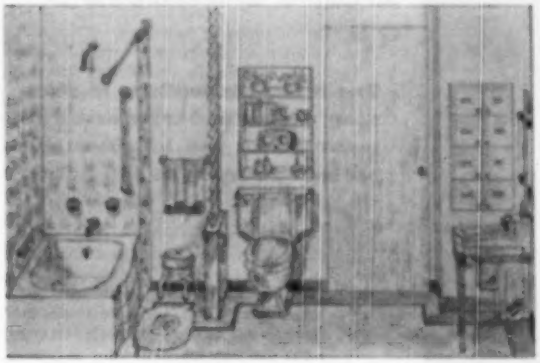
Briggs Manufacturing Company selected the master bathroom of the prize-winning entry of Mrs. Jeanne Schlesinger, University of Ill., for an experiment in plan revision

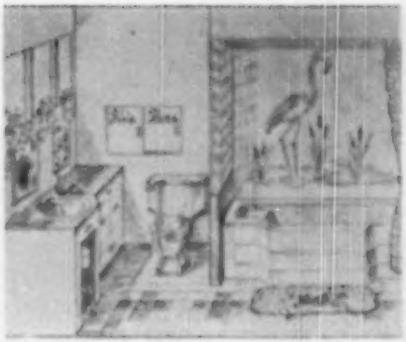
THE MASTER bathroom shown in its revised form, which varies considerably from the location of the fixtures shown in the prize-winning entry, features Briggs flat rim lavatories, safety bottom bathtub, and closet and tank combination. All fixtures are made up in one of the many pleasing pastel colored acid resistant finishes.

The plan locates the tub on the left side of the bathroom upon entering the room. The twin counter-sunk lavatories are placed on the right-hand wall after allowing sufficient room for the door swing. Sloping cabinets below the counter provide space for supplies of all kinds. Counter top could be linoleum or Formica. Portion of the left wall not occupied by tub is built out to form a linen closet. The area of the exterior wall below the high windows is occupied with closet and tank with a recessed vanity case placed in wall at end of lavatories. The same interior dimensions are used in the revised plan. The use of high windows with ventilating units is recommended because of the privacy obtained and the use of the lower portion of the wall for fixtures or accessories.

REVISED layout of bathroom contemplates a relocation of fixtures based on the use of high windows on the outside wall

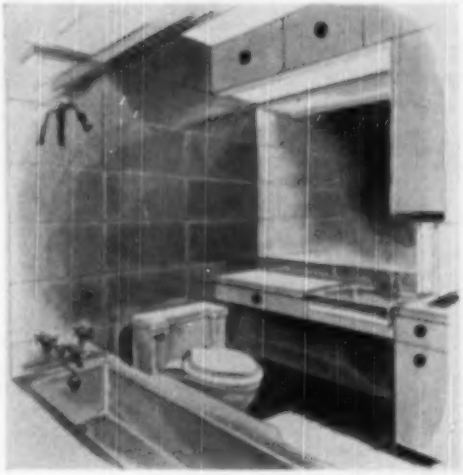
The Eljer Company in redesigning bathrooms of prize winners Elizabeth Graham Bell, Carnegie Institute of Technology, and Nancy C. Reeves, University of Texas, have maintained same arrangement of fixtures but have provided added interest with use of accessories





RENDERING of north wall of revised bathroom of prize-winning design submitted by Nancy C. Reeves

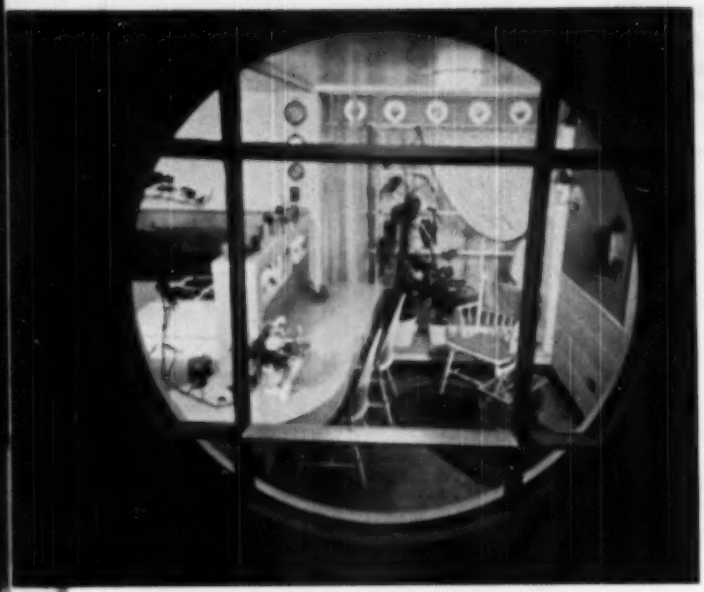
CUTAWAY rendering of southeast wall of bathroom of prize-winning entry submitted by Elizabeth Graham Bell



American Radiator & Standard Sanitary Corp., redesigned a kitchen and bath

TWO PRIZE WINNING designs were considered by American-Standard Corporation for revision in accordance with the latest practice in the arrangement of fixed equipment in kitchens and bathrooms. The kitchen shown above is a revised version of the entry submitted by Nancy C. Reeves, University of Texas. Bathrooms shown above and right are a development of the entry submitted by Nancy Hopkins, Margaret Sinclair and Josephine Willrodt, University of Illinois.

The products used in the kitchen are the Royal Hostess sink with double compartments and drainboards, and the Undersink Cabinets of American Standard one of their newer products. Shown in the bathroom sketch is the Master Pembroke bath, the Master one-piece closet, and the Dresslyn lavatory in a custom-built cabinet design. Please refer to pages 74 to 79 in the April *American Builder* for the original plans of these prize-winning entries.



GENERAL view of eating area through window at one end of model kitchen

Fresh Ideas for Kitchen-Conscious Home Builders

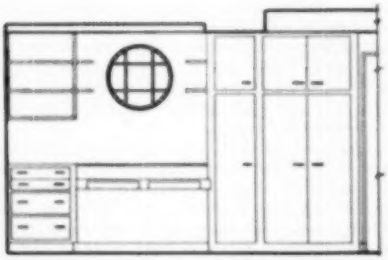
The latest innovations in planning, design and color arrangement make the kitchen the preferred section of the house

EXAMPLES of up-to-the-minute planning in a series of model kitchens are shown herewith through the courtesy of the Home Planning Bureau of the Peoples Gas Company, Chicago, Ill.

While reference is made to the term "kitchen" in this article, it does not necessarily refer to a room, but rather to an area containing the appliances, storage cabinets, counters and work area necessary to prepare and serve meals. The term "kitchen" can apply to an individual room or it can be combined with related activities, such as dining, laundering, and sewing. Thus the plans and illustrations are arranged for use, not only as rooms, but also as parts of rooms which extend beyond the space required for the kitchen assembly.

The designs shown in the photographs and plans are all constructed in the company's showroom and are periodically changed to conform to the latest ideas and innovations conceived by Harry Swenson, director of the Planning Bureau and his capable staff.

BUILT-IN desk with drawers below provides space for records. Battery of cabinets at right used for utensil and supply storage



ELEVATION of wall of kitchen in plan on opposite page, showing interesting grouping of elements

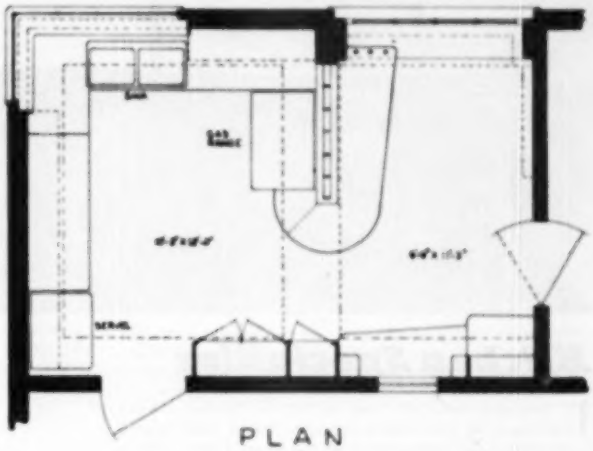
These kitchens are the result of years of experience on the part of the Planning Bureau in dealing with the building public, and translating the many ideas presented to them into practical examples of modern kitchens.

In the model kitchens the Bureau has made no attempt to hold to any fixed pattern of design or to the use of any particular type of manufacturer's product. Both steel and wood cabinets are used and the various types of equipment are shown without preference. There has been no hesitancy on the part of the designers to alter the position of the equipment from the accepted standard routing for meal preparation, to one of their own in order to enhance the over-all effect.

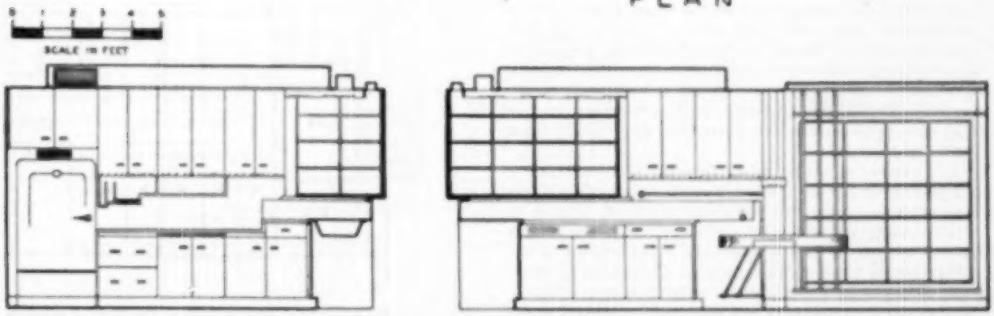
The director of the Bureau is a staunch advocate of the use of color, not as it applies to standard fixtures or cabinets, but rather as it applies to obtaining the desired results in the floor pattern, combinations of wallpaper and paints, and appropriately selected accessories for color accent. In this way the objections of the public to the all white fixtures and cabinets, which have a tendency to give the kitchen the so-called "hospitalized look" is overcome. This method of introducing color into the kitchen is somewhat responsible for the swing back into public favor of the all-white fixtures.

Concealed lighting, and plenty of it, plays a large part in creating the desired effect. In a number of the models the drop ceiling beam that occurs over cabinets is extended out from the face of the cabinets to form a concealed lighting trough around the entire work area. Panels of obscure glass are placed on the soffit of beam through which light is diffused. Concealed lighting is also placed under the bottom of the upper cabinets to concentrate the light on special work areas.

IN a kitchen where space is not available for table and chairs or a built-in nook, the snackbar can serve equally well and can be adjusted to a limited area. Plan of kitchen below shows well arranged work and eating areas



PLAN



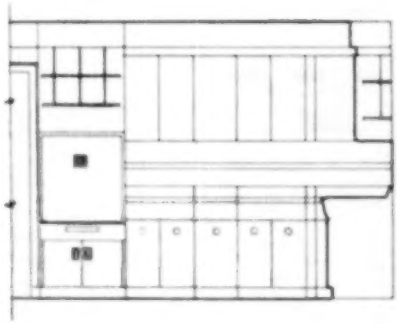
TWO elevations of kitchen indicated in plan above. Note the abundance of windows on outside wall and the ample supply of cupboards

THE small kitchen when properly organized becomes a handy workshop for the homemaker; everything is within easy reach, yet there is no crowding. The ingenious drop leaf table shown in foreground folds up into a neat cabinet when not in use

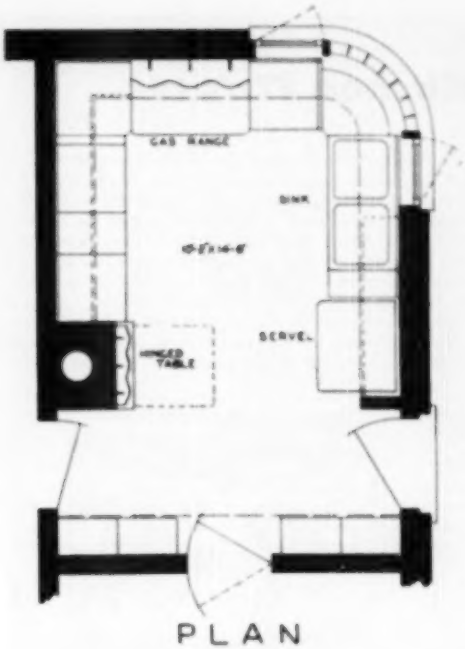
Kitchen Specialties

IN designing model kitchens the Home Planning Bureau considers the installation of specialties or features as a part of the basic arrangement of the room. These features are designed with a practical point of view in that they must be useful as well as ornamental; thus the application of ornamental shelves over the range in place of cupboards, as shown in several of the kitchens, is in a sense highly practical. The value of cupboards in this area other than for bulk storage is questionable because of their height from the floor.

In a number of the model kitchens the distance between the countertop and the underside of the upper cabinets has been increased from the established standard. This is in direct contrast to the thinking of many of the kitchen experts who contend that it raises the upper portion of the cabinet out of reach of the housewife. The advantage however, of having this open area increased in height, is that it permits the installation of an intermediate shelf for the placing of condiments and other small articles that are in



ELEVATION of wall in kitchen, the plan of which is shown on opposite page. Folding table shown closed

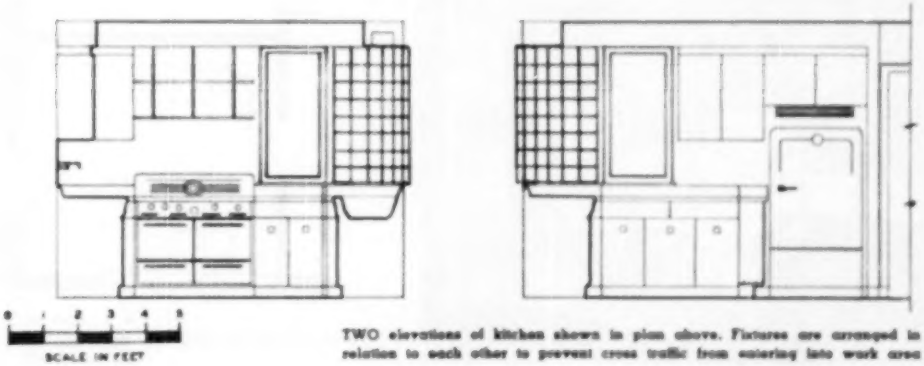


constant use during meal preparation. In addition the fact that the upper cabinet protrudes at least half the distance in front of the work counter below, causes the existence of this cabinet to become a mental hazard to the housewife. This situation is remedied in a measure through increase of the open area between the counter and the cabinet.

The use of permanent scalloped valances around window openings has also been employed to soften the harsh vertical and horizontal lines of the counter and cabinets. Very often the face of the valance is decorated with a simple fret or leaf design. This same motif can be re-introduced in other areas of the kitchen, such as a frame for open shelves or the edging around a snackbar or breakfast-nook table.

The extension of window sills beyond their normal depth provides opportunities for the display of potted plants. The plants can be placed directly on the sill or upon a stand made of narrow wood members spaced several inches apart.

SPECIAL features and color spark an otherwise simple arrangement. Special shelves with glass supports over stove and folding table and the colorful paper in drop ceiling add note of interest to room. Floor plan of this arrangement is shown at left above

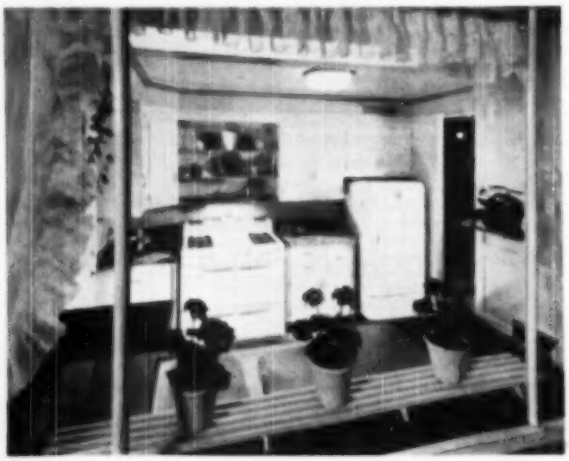


TWO elevations of kitchen shown in plan above. Fixtures are arranged in relation to each other to prevent cross traffic from entering into work area

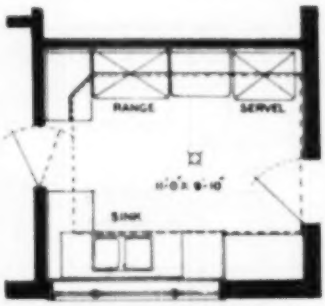
Kitchen Fixtures

IN planning their kitchens, the Home Planning Bureau of the Peoples Gas Company, Chicago, Ill., give careful consideration to all types of gas equipment. Fixtures are installed, irrespective of type, in order to meet the requirement of the layout and design of room. Their relation to each other and the sink is conditioned upon the size and shape of the room in which they are placed. This placement follows a prescribed method that assures efficiency of operation for the housewife. The plans and photographs shown herewith illustrate several examples of kitchen arrangements based primarily upon the conditions of the room.

COUNTER materials are selected for durability rather than appearance. The sink top is a combination of linoleum and stainless steel with porcelain bowls. Double compartment bowls are desirable features. Below and to the left of sink is a table for serving that pulls out from under counter. BELOW: View of two-wall kitchen through window on opposite wall



ANOTHER example of decorative shelves and valance placed over the range. Copper hood under lower shelf conceals fluorescent light; Below: plan of two-wall kitchen arrangement



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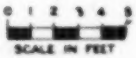
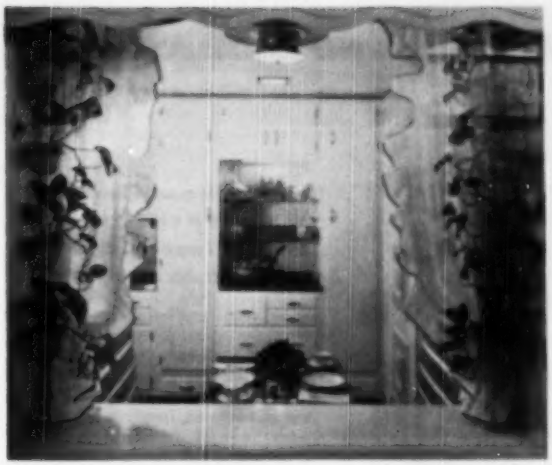
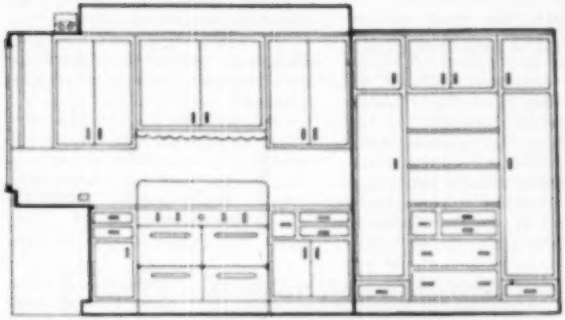


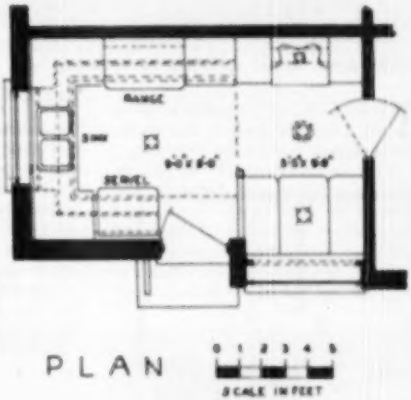


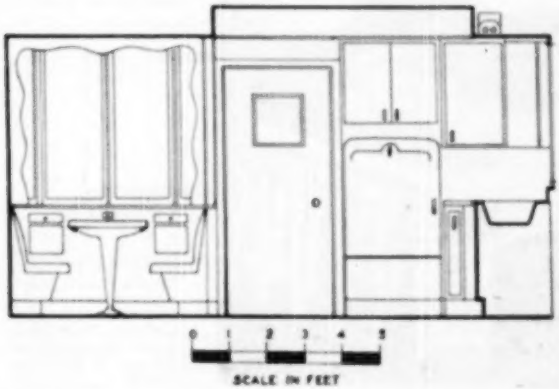
BUILT-IN storage unit as shown on plan is placed on opposite wall of breakfast nook. Drawers and cupboards are clustered around open shelf area in center. Concealed light is placed in upper portion of open shelf area. Potted plants on each side of window jamb provide an additional color note

BREAKFAST NOOK is separated from kitchen by a semi-open partition. Two tiles set into panels provide a decorative note in addition to the window valance. Plan of kitchen and view of one wall shown below

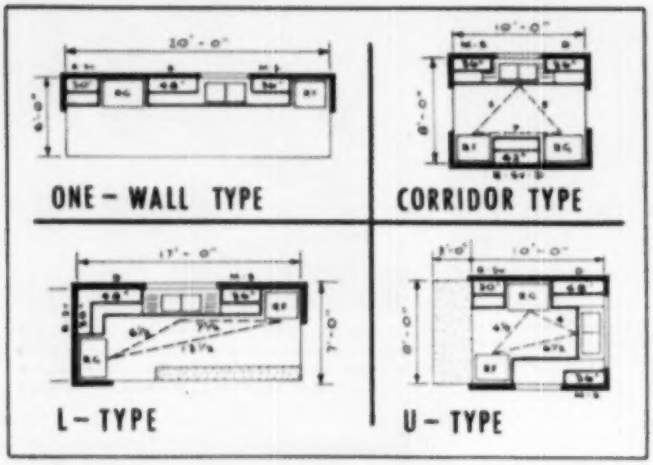


TWO elevations shown above and below outline the position and size of all the units supplied in this room. Note drawers, open area below window





Planning— *Kitchens and Bathrooms*



FOUR basic kitchen arrangements commonly used today offer many variations

In every home, these rooms can have the greatest sales influence. Here are ideas to help improve them

TO ELIMINATE wasted effort in preparing and serving food is the main objective in kitchen planning.

The arrangement of appliances, storage cabinets and counters; the amount of floor space allotted, and the position and number of doors and windows are the most important factors that determine kitchen efficiency. In planning, the best way to proceed is with the arrangement of kitchen equipment (appliances, cabinets and counters) first, followed by establishing the position of windows.

Adequate storage space is an important requirement for a good kitchen plan. While storage needs vary with the size of the family, a recent study made by the Small Homes Council of the University of Illinois shows that families of any given size have the same variety and size of staples. The research project, sponsored by Hotpoint, Inc., also revealed that the number and kind of utensils vary little with family size. Dinnerware, however, varies greatly and has little relation to family size. The study concluded that for a family of four, there should be 5 feet 3 inches of wall cabinets, and 8 feet 6 inches of base cabinets to store a limited list of supplies in the minimum space. Dinnerware service for four would require an additional 21 inches of wall cabinets.

Other recommendations by the Small Homes Council follow:

When planning a house for an undesignated owner, allow space for dinnerware service for eight or more persons.

Shelves should not be higher than 72 inches from the floor, since this is usually the maximum distance a woman can reach up and grasp an article. Wall cabinets should be placed not more than 15 inches above the surface of base cabinets.

MINIMUM steps are required between appliances in this efficient kitchen layout, yet ample counter and storage areas are available. Cabinets are made by the Crane Co.

A portion of this material is reprinted by permission of the University of Illinois Small Homes Council from its circular C5.12R, "Kitchen Planning Standards." Other circulars available for 10 cents each. Write Small Homes Council, Mumford House, University of Illinois, Urbana, Ill.

The kitchen should connect directly with the dining and service areas, with good access to the front entrance. The location of doors and the direction of their swing will affect the location of equipment, as well as the efficiency of the kitchen. Door swings should not conflict with the use of appliances, cabinets, or with other doors. Most kitchens, the study points out, require only two doors, one leading to the dining area and one outdoors.

While FHA minimum property requirements specify that window area should equal 10 per cent of the floor area in a room, the university study recommends increasing the kitchen window area to as much as 15 or 20 per cent. The kitchen plan should include as many windows as possible without reducing the required amount of wall cabinets.

The distribution of cabinets and appliances will depend largely upon the location of work centers. For right-handed persons, the sequence of work centers should be arranged from right to left. That is, "mix" centers should be at the right, followed by the sink, the range, and the serving areas, in that order. Recommended distance between cabinets or appliances opposite each other is four feet.

The distance between any two appliances is usually determined by the

(Continued on page 134)

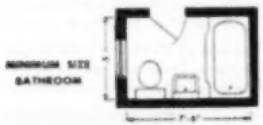
STORAGE area for towels, wash cloths and toilet articles are provided in this bathroom

Bathroom Planning

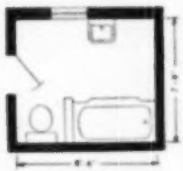
THOUGH convenient location of the bathroom in relation to other rooms in the home is desired, of more importance are conveniences of the room itself. Too often either not enough space is allowed for the proper arrangement of fixtures, too much is allowed with an inconvenient arrangement, or the bathroom is planned to a stereotyped design pattern with an amazing lack of fresh design thinking.

Lack of new design for bathrooms is not the fault of plumbing manufacturers. New sizes, shapes, and colors of tubs, water closets, lavatories, vanity-lavatory combinations, medicine cabinets, lighting fixtures—and improvement of almost every item for the room attest to that. Regardless of where the fault lies, builders can do much to remedy it. There are several ways, and any one may add a new lift to sales appeal of the home:

1—Try something different in built-ins for the bathroom. New storage locations for towels, wash cloths,

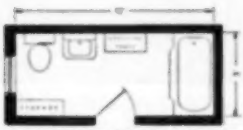


MINIMUM SIZE BATHROOM



POOR ARRANGEMENT

GOOD ARRANGEMENT

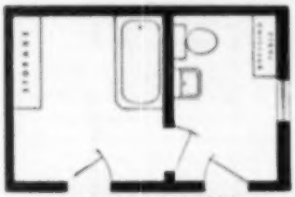


GOOD USE OF LONG NARROW BATHROOM

Plans Courtesy The Humphreys Mfg. Co.

PLANS, top to bottom, left, show four bathroom arrangements. Minimum size bath can be slightly reduced in length. In poor arrangement, second down, maximum behind-the-wall piping is required. Plan, bottom, shows how usable space is saved by placing tub at the extremity of room

DOUBLE duty bathroom, top right, offers numerous built-in opportunities, and is designed to avoid the morning rush. Revision of long narrow bathroom shows how facilities in same area are doubled



DOUBLE-DUTY BATHROOM

BEFORE

LONG NARROW BATHROOM BECOMES BATHROOM AND WASHROOM

AFTER

ADD THE LUXURY OF A POWDER ROOM

Planning—

BELOW are items stored at each of four centers of kitchen—serve, range, sink and mix—as recommended by The Small Homes Council of University of Illinois study. Right, drawers are effectively used for storing

Photos courtesy Hotpoint, Inc.

linens, toilet articles; or a built-in dressing table fitted into a space normally wasted.

2—Compartmentalize the bathroom so that at least two people can use it with complete privacy.

3—Try adding more color to the bathroom, by either using colored plumbing fixtures or white ones with carefully selected floor and wall colors. Almost every plumbing manufacturer will be glad to offer numerous color combination ideas.

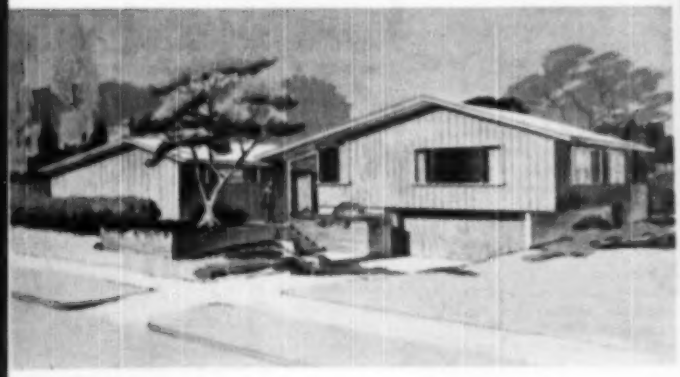
4—Try emphasizing the bathroom in a model home in your project during National Home Week by making it stand out in both design and appointments—and watch the difference it makes in the sale of the home.

Regardless of the ideas used, the following recommendations will help achieve a properly planned bathroom:

Locate the most attractive fixture opposite the entrance. This will usual-

(*Continued on page 138*)

SENIOR architectural students at University of Southern California designed this home, lower left, which shows good kitchen plan along with other functional features



CORRIDOR kitchen layout in U.S.C. student designed home is equipped with New Freedom gas appliances. Note convenient dinette adjacent to solid glass wall

Cabinets . . .

MOST important requirement for a good kitchen plan is adequate storage space. For this reason, and since cabinets and counters occupy more area than any other elements in the kitchen, both their arrangement and size should be carefully planned.

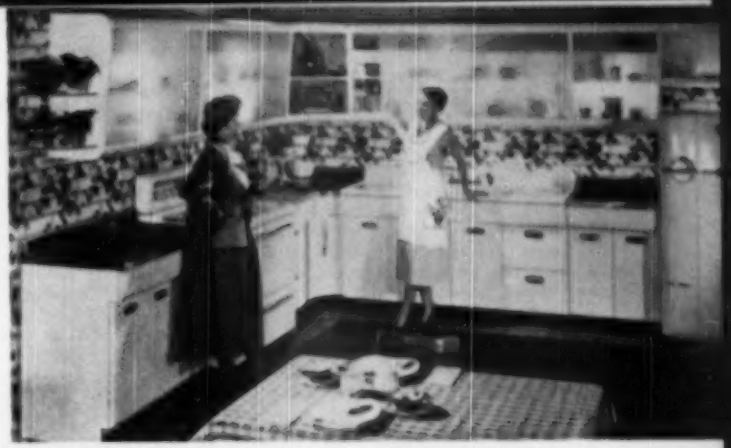
For greatest efficiency, storage space in the kitchen should be planned according to the size of the family. And if possible, the arrangement should be determined before planning the placement of windows. Otherwise, windows can limit the effectiveness of cabinet arrangement.

Recommendations of the Small Homes Council of the University of Illinois are that kitchens in homes built for an undesignated owner be planned to provide storage of dinnerware for eight persons. In this case, cabinets for dinnerware storage should be a minimum of 3 feet 6 inches long, and of standard depth. For a family of four, there should be a minimum of 5 feet 3 inches of wall cabinets and 8 feet 6 inches of base cabinets (in addition to dinnerware storage). Total minimum requirements then are 12 linear feet of base cabinets. This includes 24 inches of available storage space under the sink.

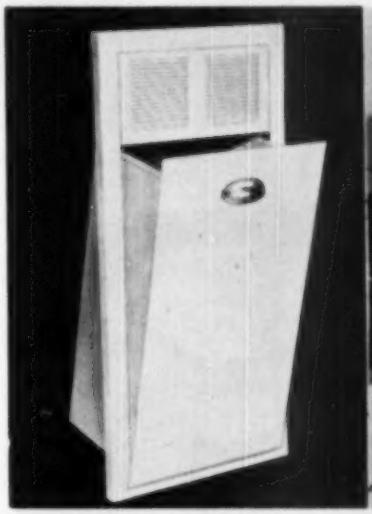
When the amount of storage space to be used is determined, it is important that this space be available where it is most needed. If appliances are properly arranged according to recommended planning principles (see preceding story on kitchen planning), and if manufacturers' cabinets are used, there is little chance of error in establishing correct availability of storage space.

Manufacturers of wood and metal cabinets, largely responsible for the rapid progress in development and standardization of kitchen units, today offer integrated units styled to harmonize with appliances. Cabinets are available to fit any kitchen requirements, and are usually designed to complement work areas. Base cabinets under counters where mixing is done, for example, usually have provisions for the storage of staple items used in mixing foods, while dinnerware storage is usually arranged in wall cabinets directly above the serving area. Shelves should not be higher than 72 inches from the floor, and wall cabinets should not be higher than 15 inches above the work surface of counters.

Minimum amounts of counter space as recommended by a recent Small Homes Council study sponsored by Hotpoint, Inc., are 15 inches beside



LIGHTS in bottom of Martus cabinets illuminate shelves and counters



SPACE-SAVING hamper can be built into a 17x36-inch space in the wall. It is offered by Standard Steel Cabinet Co. Aluminum drawers made by Kitchen-Maid Corp., right, slide easily and quietly on hardwood guides, and are easily cleaned

Courtesy of Curtis Companies, Inc.

LARGE window area over sink and working space, as in this kitchen, is desirable

Cabinets . . .

the refrigerator for setting out articles taken from it; 36 inches at right of sink bowl for stacking dishes to be washed; 30 inches at left of sink bowl for draining and drying dishes (if there is no dishwasher unit); 24 inches beside, or near, the range for setting out serving dishes or dinner plates (in addition to the 15 to 18 inches of counter space provided on the standard-sized range), and 36 inches at some point in the assembly for mixing and other food preparation.

The total minimum counter space recommended is 11 feet 9 inches, though the Small Homes Council explains why this figure cannot be used as a standard. First, counters are usually used for more than one function. Second, base cabinets needed for storage usually govern the amount of counter space provided, and third, the turning of a corner in an L-shaped or U-shaped plan eliminates some storage space but gains in counter space.

Where cabinets are to be installed in an existing kitchen, windows may limit the efficiency of the arrangement, but the following rules will help do the best job possible:

1—Accurately record all dimensions of the kitchen, taking measurements along the wall at a point 36 inches above the floor.

2—Prepare a sketch of the existing kitchen, showing location of windows and doors, including trim. Show dimensions from corners to door or window casing, as well as over-all width of doors and windows, height of window sill from floor, height of window including trim, width of trim around doors and windows, and over-all floor to ceiling height. Show direction of door swing, location of water source, radiators or registers (including their size).

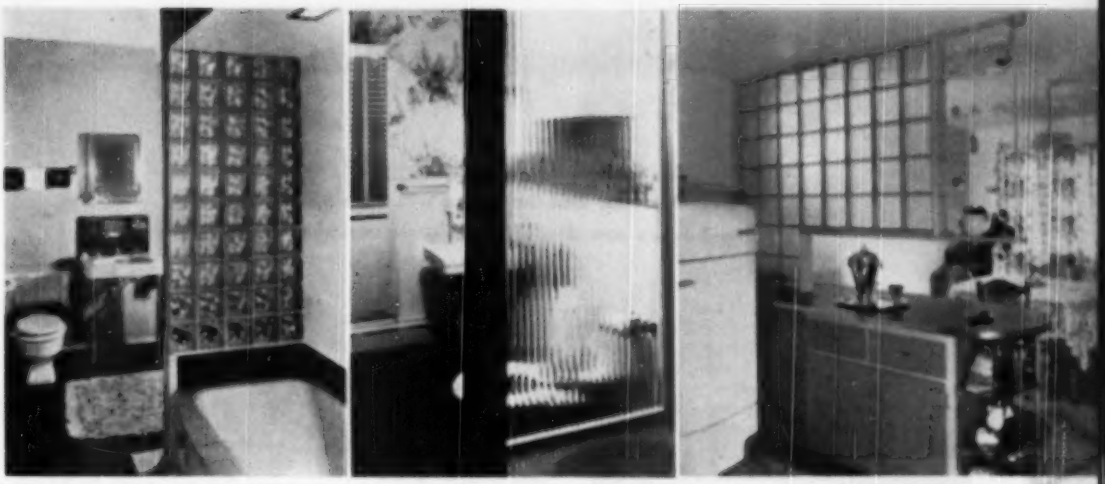
3—Record the nature of room accessible to the inside kitchen door.

4—Record the number of children and adults in the family, as well as the amount of entertaining done, and the direction the kitchen faces.

With this data, together with an accurate drawing of the existing kitchen, a kitchen cabinet manufacturer is able to intelligently plan the amount and arrangement of cabinets and counter areas. If the builder wants minimum, medium or liberal cabinet installation, he should specify his choice. If the existing kitchen is already equipped with appliances, these should be listed and their measurements submitted.

AMPLE counter area and abundant base and wall cabinets are provided in this kitchen. Refrigerator and additional storage and work areas not shown are on wall opposite the sink. These wood cabinets are manufactured by Coopes, Inc.

CORNER space is utilized in this kitchen by placing sink under wide corner window area. The wood cabinets, made by Carr, Adams & Collier Co., are made of Ponderosa pine. Manufacturers of both wood and steel cabinets today offer integrated units to fit any kitchen requirements. They are also willing to help the builder plan kitchens for both new and existing homes



LEFT to right. Pittsburgh Plate Glass Co. glass blocks are used in one bathroom and Louvres patterned glass made by Blue Ridge Glass Co. in another to effectively enclose end of bathtub. Kitchen partition is made by Rochesinter Inc. plastic blocks

Glass . . .

BESIDES appearance value, various forms of structural glass have other practical values in kitchens and bathrooms. Used properly, glass can eliminate dark corners in a room, and can inexpensively serve as semi- or full partitions.

One highly effective use of glass block is to provide daylight for counter or sink areas in kitchens. This is done by installing glass block in the outside wall between the bottom of the base cabinets and the counter or sink top. The installation does not affect cabinet or counter arrangement. One form of translucent plastic, in 25x27-inch panels, can be effectively used in the ceiling of either bathroom or kitchen for skylighting.

An effective way to enclose one or both ends of a bathtub is with floor-to-ceiling structural glass partitions.

The increased use of glass in both kitchens and bathrooms, and growing home owner demand for it, marks a trend many builders are profiting by. Structural glass uses are numerous.

Dishwashers, Disposers . . .

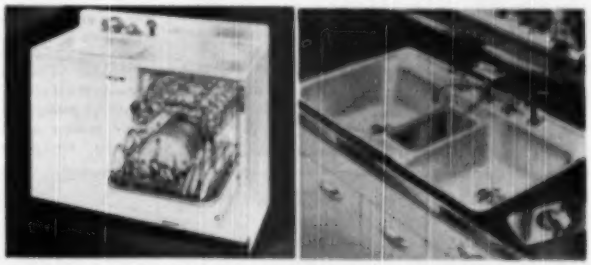
NATIONAL advertising has whetted and is continually increasing the home buyer's desire for modern sink accessories; and, automatic dishwashers and garbage disposers are no longer "desired," but are "needed" equipment to many housewives. A builder can profit from this extensive national advertising, and can be sure of better satisfied home owners by including the equipment in his kitchens.

Disposer units can be linked to conventional plumbing units, if sufficiently large drain openings are allowed. Code restrictions should be checked to make sure there is no ban on disposal of wastes down kitchen drains.

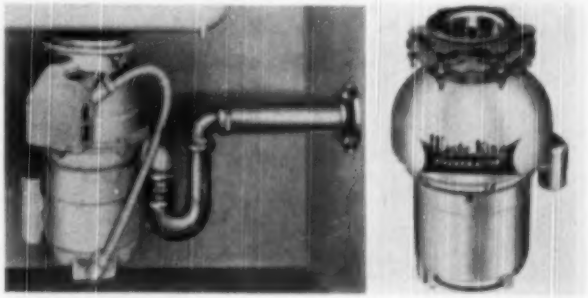
For disposers, sink drain openings should be at least 3½ inches, with 4 inches preferred. Some units take a 5½-inch opening.

Dishwashers require 180 degree F. water—hotter than the usual supply. Some units have water heater boosters to raise the temperature at the unit.

Whether a builder installs these units in new homes or not, he should make provision for their installation.



PLUMBING connections are made from front of new Hobart Manufacturing Co. dishwasher, by removing front panel. Compartments of American-Standard sink are separated by garbage receptacle adequate for waste from three daily meals



SMALL General Electric Co. Disposall, left, fits any sink with 3 1/2 to 4-inch drain outlet. Waste King Pulverator is made by Given Manufacturing Co.

Planning— Ranges, Refrigerators, Freezers . . .

New models of appliances are in greater demand today than ever before, and builders who are offering them in new homes are discovering a valuable sales aid

MANUFACTURERS have made it easy for the builder to plan the kitchen through standardization of most equipment that goes into it. Though ranges, refrigerators and home freezers vary in many respects, they, like cabinets, have generally the same over-all dimensions.

Once the kitchen arrangement is decided, allowances for the average range should be 42 inches of space; for the refrigerator, usually 36 inches. Though home freezers vary in length, most are obtainable in average counter heights.

Adequate space should be provided in front of all appliances for passageways and work area for two persons. A clearance of four feet is sufficient, according to recommendations of the Small Homes Council of the University of Illinois, where, sponsored by Hotpoint, Inc., considerable kitchen planning research has recently been conducted. In many cases, it is required that appliances be set out a few inches from the wall. With a 4-foot clearance between appliances, sufficient space is provided for the usual required set-out without cutting into minimum space needed for working between fixed equipment.

FREEZER chest in this new Admiral Corp. refrigerator holds up to 37 pounds of frozen food. Nearly one third of the nation's builders now offer refrigerators with their new homes

POPULAR Westinghouse refrigerator, below, also has large freezer chest, and special places for meat and vegetables and tall bottles. Nearly all makes of refrigerators today feature greater capacity for storage

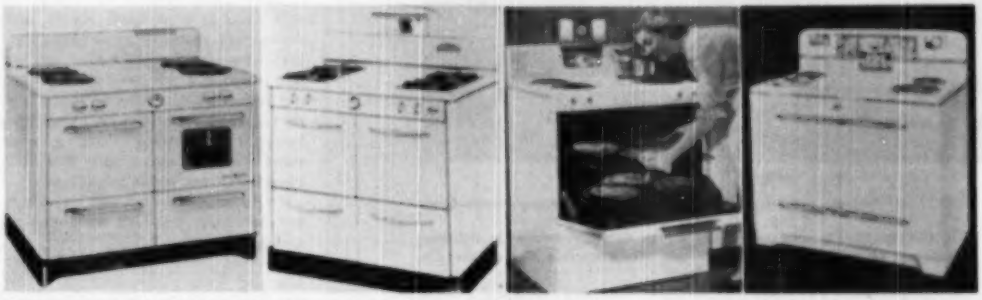
The range and refrigerator form two of the three points in a kitchen layout work triangle. This triangle, which represents the routes of most traffic in preparation of a meal, will be formed according to the locations of the sink, range and refrigerator. Distances between each will vary, though the sum of the distances between all three—that is, the sum of all sides of the triangle formed—should not exceed 21 feet 6 inches.

Mortgages with kitchen appliances and equipment included in them are becoming increasingly popular with home builders. A recent national survey conducted by *American Builder* revealed that 35 per cent of the 712 builders interviewed included ranges in their 1949 homes, and 32.2 per cent included refrigerators. Appliance manufacturers indicate that these percentages are increasing in 1950.

Popularity of this "packaged" kitchen is increasing because more and more builders are finding good acceptance of the idea among home buyers. They have found that many wishful thinking home buyers do not buy because the extra expense of new equipment, in addition to the down payment for the house, is considered too much. Savings banks are liberalizing credit terms to permit people to buy appliances and equipment through the open-end mortgage and the package mortgage at a cost of only a few dollars extra a month. Builders who adapt these financing plans can add extra sales appeal to their homes.

Consistent, large-scale advertising

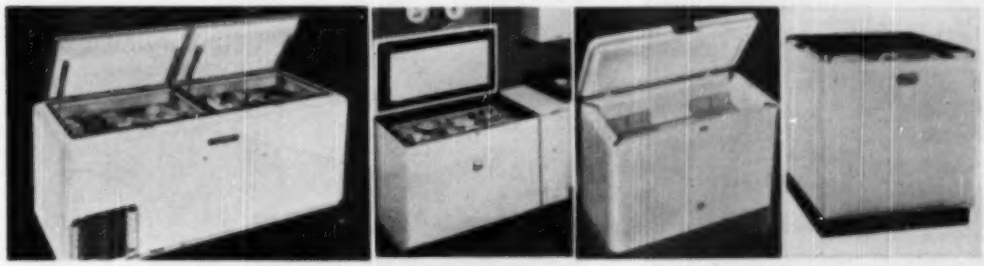
FOLLOWING trend to built-ins, some manufacturers offer built-in ranges, as illustrated by Thermador Electrical Manufacturing Co. range, left. Perfection Stove Co. range, right, has drawer-type broiler, banquet-size oven, large storage compartment



OVER one-third of the nation's builders offer ranges in new homes to aid sales. Left to right, are: Gray & Dudley and Grand Home Appliance Company gas ranges, and the Frigidaire "Thrifty-30" and A. J. Lindemann & Hoverson Co. electric models

of such appliances as ranges, refrigerators and freezers, and of other equipment for the kitchen, has increased the home owner's demands—whether he is considering a new home or remodeling his old kitchen. His demand is justified, since equipment has been consistently improved.

Many ranges are now almost completely automatic, and operate by push-button or dial control. The trend to built-in equipment, at an all-time high, is responsible for new range units that permit individually planned locations of burners or ovens in cabinets. New gas ranges also feature ease of cleaning, burners that automatically light, thermostatically and automatically controlled ovens, and numerous other improvements. Refrigerators and home freezers feature more storage space in less cubic-foot area than ever before; quieter and more efficient cooling units, and more attractive design. The potential home buyer is aware of these facts, and his appetite is whetted to the point of purchasing. It is up to the builder to help him afford new appliances—when he buys the home.



WITH a greater demand for home freezers, their installation in a new home will help sell it. Left to right, are new storage freezers offered by Leonard; Hotpoint, Inc.; The Coolerator Company and Avco Manufacturing Company

Photograph by makers of Armstrong's Monowall

SPARKLING kitchens result from good floor and wall covering combinations

KITCHEN beauty is augmented below by sharp contrasts in patterns and colors of 9x9-inch blocks of Wright Manufacturing Co. rubber tile

Floor and Wall Coverings

Color interest in kitchens and bathrooms can make profits for the builder . . . . . Here are some suggestions

PROFIT returns are high for money carefully spent on floor and wall coverings. The main rooms to emphasize, according to some of the nation's leading builders, are kitchens and bathrooms. There are two reasons: First, these rooms are usually looked at more closely by home seekers than other rooms in the house, and second, well-chosen color combinations can make interior decoration as important to many home buyers as the over-all construction of the home.

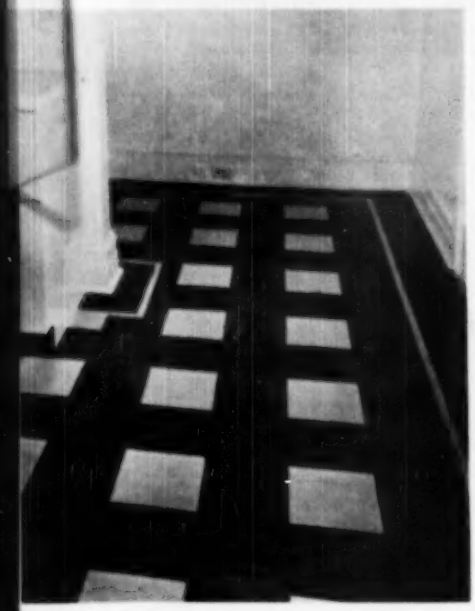
First strike against the builder is that color is a personal matter, and decoration tastes vary widely with home buyers. Second strike against him is that as a rule he is not, and does not pretend to be, a color expert. These do not have to be serious handicaps, however. Following these general rules will help make floor and wall coverings work to his advantage:

1—Select floor and wall coverings for durability, ease of maintenance, and color.

2—Seek advice of experts before selecting color combinations. Most floor and wall covering manufacturers now offer selection charts and other devices that enable the builder to choose proper color combinations.

3—Follow the manufacturer's directions in installing the materials.

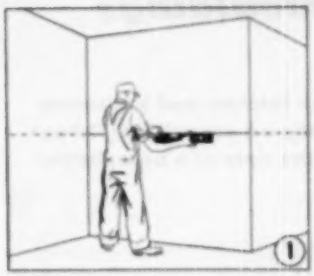
4—Do not purchase materials merely because they are low in price.



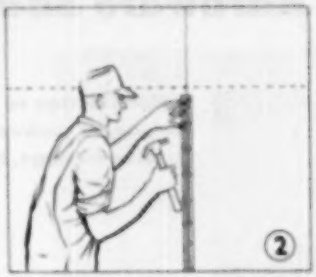
PLASTIC finished by Marlite high-heat-bake process, wood patterns for wall coverings as shown below are faithfully reproduced in both coloring and grain, and offered by Marsh Wall Products, Inc.

Photo courtesy Marsh Wall Products, Inc.

How to Install Factory Finished Wall Panels

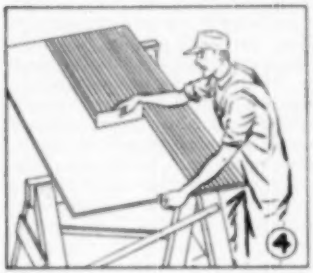


FIRST, make sure walls are clean and dry. Establish level line at desired wainscot height around room. Find lowest point of floor, measure to height wanted then mark a line around walls with a carpenter's level. All measurements for cutting and fitting sheets are based on these lines. Widely used commercially and in homes, factory-finished wall panels are available in wide variety of colors and patterns

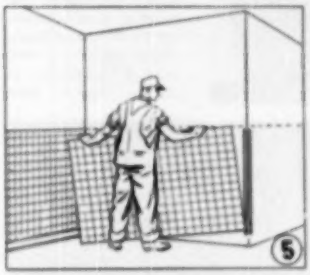


SECOND. Installation of wainscot is started from a corner or door opening by nailing a vertical moulding at the starting point. Bottom end should be high enough from the floor to fit snugly to top of base moulding. For more specific treatment of mouldings, which come in a large variety, the installer is advised to see the manufacturer's specifications. The operator now is ready to cut panel to length

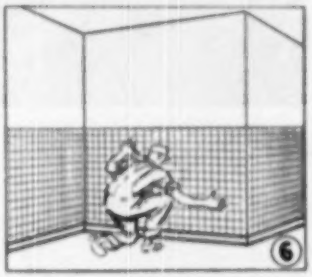
THIRD, using a fine-tooth saw, work from finished surface. Hold saw at an angle of 40 to 60 degrees, but never in a straight up-and-down angle. Sand newly-cut edges. As first panel to be cut, choose one for the wall requiring the most fitting. Minor adjustments in fitting may be made without conforming to already installed panels. Locate openings for light switches and plumbing, and cut holes for them



FOURTH, slide panel end in channel of moulding and fit top even with level line. Scribe end of sheet to fit distance into channel of moulding. Cut to scribed line. In fitting, start in one corner, proceed around to door opening. Lay panel over padded trestle to apply generous coat of adhesive over back. Use a spreader, which can be made from piece of scrap panel notched for 1/4-inch high ridges



FIFTH, application of panel may be made in two ways. For shorter panels, insert end into first fixed moulding, and fit the second moulding into place on other end; then push panel into place with moulding attached. Check alignment of panel with level line, and nail exposed flange to moulding. Use large-headed lath nails, which will be covered by base moulding. Do not force board into place



SIXTH, for proper, permanent bond, all-over contact is required. When panel is first set against backing, give it a slight rotating motion to work in adhesive. Go over entire panel, kneading and pressing it two or three times. If panel is not holding, then brace it. After panel installation, remove excess adhesive with cloth and gasoline. Lay successive panels around room by following the same procedure

Drawings and data courtesy of Masonite Corporation

It is easy, in selecting these coverings, to be penny-wise and pound foolish.

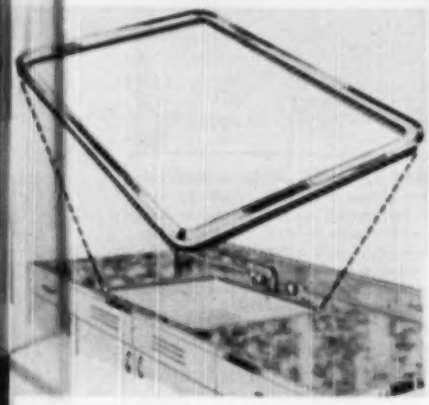
Floor and wall covering materials now available range from wood to laminated-vinyl. In between are numerous kinds of linoleum, asphalt and rubber tile, ceramics, metal and glass. Builders, in determining which material to use, can only decide on the basis of how well their clients accept them. One common fault of many builders, however, is that once they use a combination of materials buyers accept, they are reluctant to change to anything else, even after buyer-acceptance begins to wear off. The wide variety of materials, colors, patterns, and textures now available need not pose a serious problem of selection, as long as they are properly used.

WALL coverings shown here have plastic enamel surface, are made by Tylac Co.

Planning— *Hardware and Mouldings*

Effectiveness of the kitchen and bathroom depends generally on small finishing touches—large, in the eyes of a homebuyer

SMOOTH wood surfaces and gently sloping contours of these cabinets, by Kitchen Maid Corp., blend effectively with modern hardware of clean, simple lines



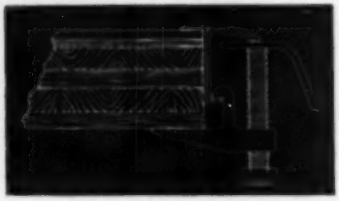
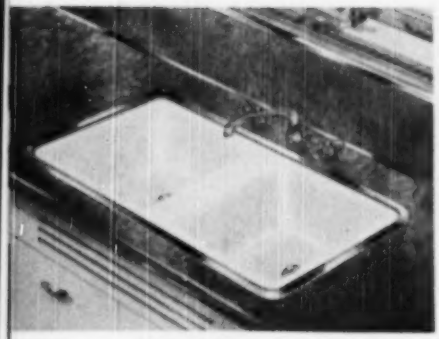
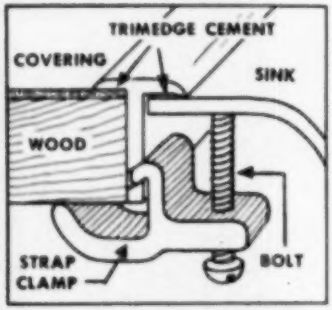


Photo and drawing courtesy Vance Industries

DRAWING above shows how one sink frame mounting holds sink in place and seals the joint between sink and counter top. As bolt is tightened, hinge action brings equal pressure on the seal and on counter and sink to form watertight seal. Frame is shown, left. It is stainless steel



ALUMINUM decorative moulding, made by Trimedge, Inc., fits all sink shapes



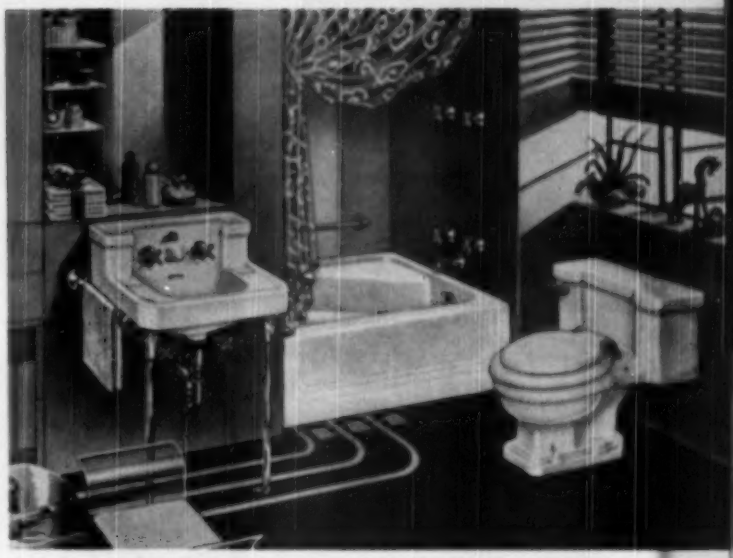
SINK frame mounting for Trimedge unit shown here, like Vanseal unit (top drawing), fastens securely by hinge action

HARDWARE and mouldings distinguish the kitchen and can be a strong merchandising feature of today's homes. They protect finishes from moisture and abuse, and make housecleaning easier for the housewife. In short, hardware and mouldings are the finishing touches that add to the utility and beauty of both the kitchen and bathroom.

The type of exposed hardware used in kitchens is based on the overall appearance of the room. Cabinet manufacturers use hardware styled to blend with their cabinets, and since cabinets carry most of the hardware in the kitchen, the hardware blends. But a builder, if he makes his own cabinets, will have to select hardware carefully for best appearance results. Ornamental iron hardware can be effectively used in some cases on wood cabinets left in natural finish, when the kitchen in general is designed to reflect provincialism. In a contemporary kitchen, where cabinets have simple, modern lines, a great variety of hardware in matched ensembles is available to enhance the style. Some cabinet manufacturers offer cabinets with little or no exposed hardware; concealed hinges are used on doors, and drawers are opened by a recessed portion on the bottom edge of the drawer face. The advantage, they claim, is that there is no hardware to paint around. Other manufacturers offer types of recessed cabinet door latches that fit flush with the door surface. One new cabinet door catch operates on a magnet principle, drawing the door closed and holding it. Widely varied homeowner tastes have created demand for the vast assortment of hardware offered, and the builder must select to suit his clients.

Basic use of metal mouldings is to bind and seal edges of surface material exposed to wear and excessive moisture. The problem of sealing the space between the sink and counter top, one of the most important uses, has been solved by mouldings developed by several manufacturers. Not only has the complete seal been developed, but installation is simplified, as illustrated.

. . . Plumbing Fixtures



Photograph of American Standard equipment courtesy of Plumbing and Heating Industries Bureau

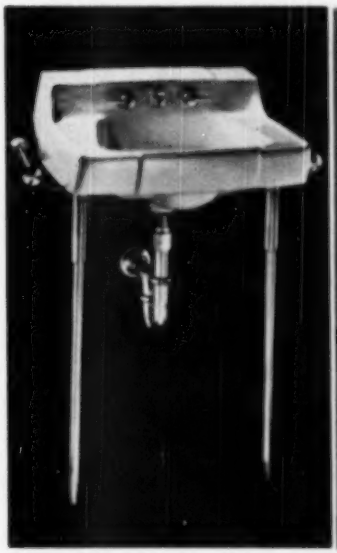
SQUARE tubs fit in odd-shaped bathrooms as well as conventional ones

MOST home buyers are no longer favorably impressed with a commonplace bathroom. Constantly exposed to a flood of highly effective advertising, they are familiar with nationally known brand names, and have pre-formed ideas about what this room should contain far in advance of the time a builder will have a chance to sell them a home.

Home buyers are educated to want the best fixtures possible, maximum convenience for the room, and equally important, they want attractive color —either in the fixtures or in floor and wall coverings. Besides the kitchen, no other room in the new home may come nearer making or breaking a sale than the bathroom, and fixtures may do either.

Built-in fixtures are currently highly popular with home buyers. A builder can do much himself to provide storage space in the bathroom, by building closets and shelves. Manufacturers now offer numerous built-in products that can take this room out of the average category and make it the feature of the home. Built-ins in various prices and styles include medicine cabinets, lavatory-vanity combinations, a unit to hold magazines or toilet articles recessed near the water closet, tubs, shower cabinets that occupy less than 9 square feet of floor space, and heaters. All these items, and others, add more usable space to the room, and are attractive and desirable.

Mirrors are growing in bathroom



TREND in bathroom fixtures is to low, flat surfaces, as illustrated by wide shelf of lavatory, left, made by Universal-Rundle Corp., and tub, water closet and lavatory, right, offered by Crane Co. Both lavatories have chromium-plated legs, another popular feature

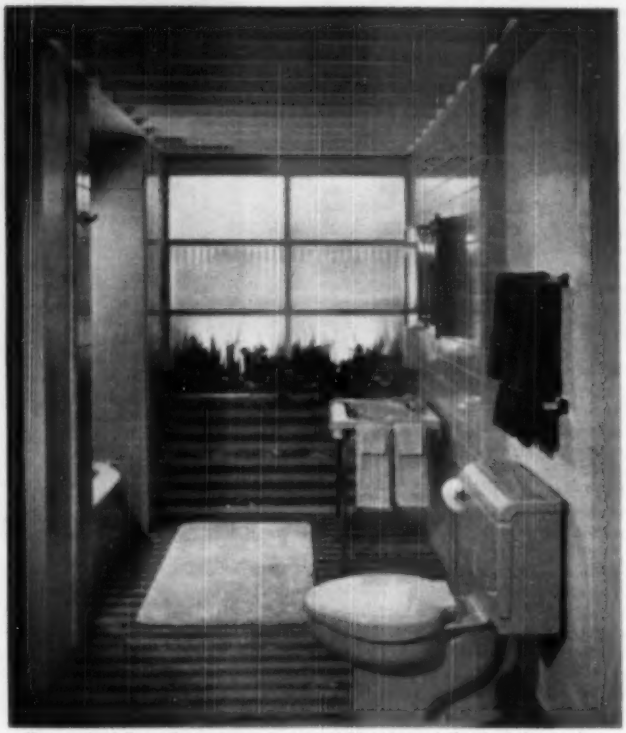
Planning—

. . a bathroom can make or break the sale of a new home, and fixtures may do either . . .

importance, and a builder adds plus value to the home by using them to good advantage. One excellent idea for mirrors in the deluxe bathroom is their use in conjunction with a vanity set which may be placed at one end of the room, the mirror extending from the top of the vanity across the end of the room and up to the ceiling.

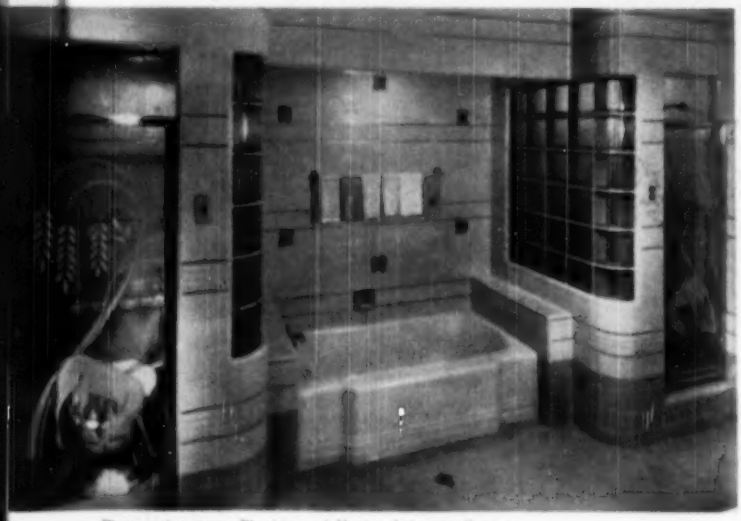
Mirrors should not be thought of only in terms of deluxe bathrooms, however. If the above idea were used in a small room, it would add an appearance of twice the size to the room, and give it about that much more appeal. Any room can be overfurnished, but it is difficult to get too many mirrors or too much built-in storage space in the bathroom.

Shower facilities are rapidly becoming a must with home buyers, and are desirable either in a compartment or over the tub. An excellent sales feature of a home with basement game room or work shop is the installation of a shower cabinet in the basement, or better still, additional bathroom facilities.



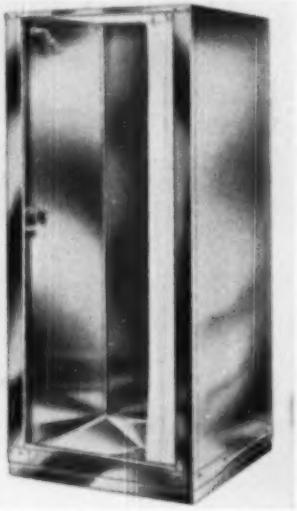
Photograph of Crane Co. equipment courtesy of Plumbing and Heating Industries Bureau

CONTEMPORARY bathroom design outlaws exposed piping and obtrusive tubs



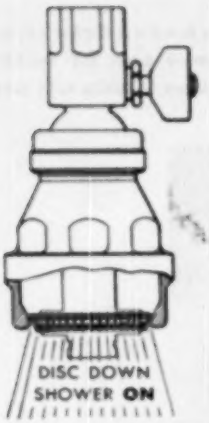
Photograph courtesy Plumbing and Heating Industries Bureau

BEHIND-the-wall piping is saved in this bathroom with three fixtures on one wall

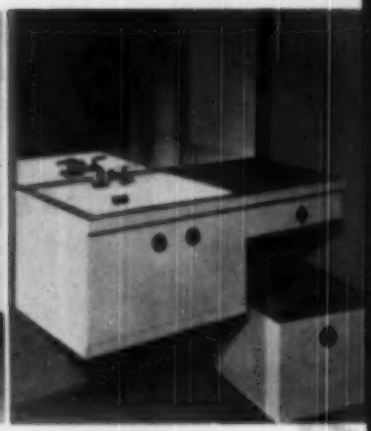


Courtesy, Milwaukee Stamping Co.

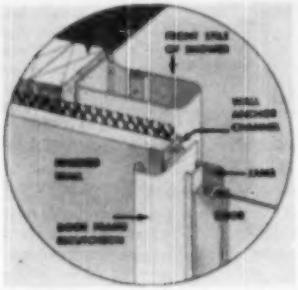
SHOWER stalls take as little as 6 sq. ft.



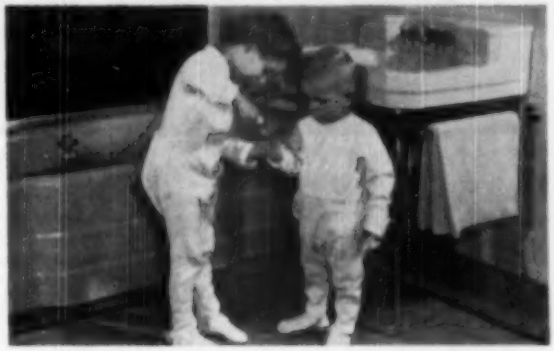
NEW shower head offered by Sloan Valve Co. features automatic self-cleaning. Spray disc moves each time shower is used



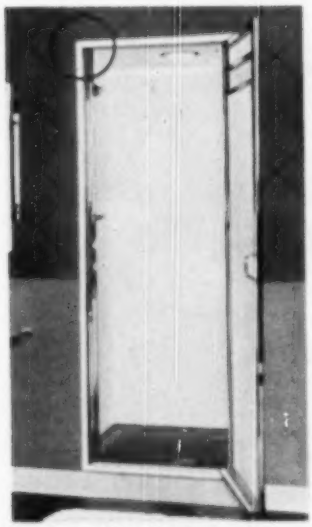
VANITY lavatory combinations, new ideas in bathroom furnishings, have plastic covered tops for ease of cleaning. Toledo Desk & Fixture Co. unit, left, has medicine drawer with hidden locking device. Unit, right, is offered by Alliance Ware, Inc.



DRAWING shows how built-in shower cabinet below, made by Flat Metal Manufacturing Co., is installed flush with wall.



TUBS, like this one by Eljer Co., are built low and wide for safety



Courtesy Flat Metal Manufacturing Co.

BUILT-IN shower cabinet saves space

PLUMBING fixtures in basement add convenience for laundry, gameroom or workshop

Planning— *Laundries . . .*

Washers, driers and ironers can be used by builders to help sell homes

BASEMENT laundry, planned for cheerfulness and efficiency, can be a valuable sales feature of the home. The era of push-button and dial controls is represented by today's laundry equipment, which rates high on the housewife's most-wanted list

Photograph by makers of Armstrong's asphalt tile

HIGH on the list of most-wanted items by today's housewife, washers, driers and ironers to her are synonymous with the ideal home.

Modern laundry equipment is designed to blend well with kitchen cabinets and appliances and, where space permits, it can become an attractive extension of the kitchen. Ideally, the washer, dryer and ironer should be arranged according to the sequence of their use, with ample counter space near each for sorting and folding of clothes. For plumbing economy, one-wall installation is recommended. A convenient work sequence is clothes bin or hamper, counter area, washer, sink, dryer, counter, and ironer.

For plumbing economy, the laundry in basementless homes is usually either a part of the utility room, is located between kitchen and bathroom or is adjacent to at least one of these rooms. Laundry equipment properly arranged in sequence with necessary counters can be effectively used in a combination laundry-game room, either on the first floor or in the basement. Wherever the laundry is located, adequate lighting and ventilation are highly essential. For best appearance, exposed pipes and utilities should be out of sight in the laundry room.

STORAGE and table-top working space in the laundry can be obtained in combination units, like this one of porcelain enamel

COMBINATION laundry offered by Blackstone Corp., with automatic washer, drier and ironer, requires six feet of wall space for installation. Most modern laundry equipment is designed to complement and harmonize with modern kitchen cabinets and appliances

HINGED grille, motor and fan assembly lift off for cleaning new kitchen ventilator made by the H.G. Electric Co.

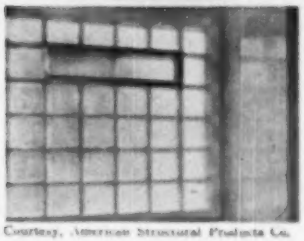
Ventilators

Modern units quickly pay for themselves by protecting home from damaging effects of moisture

VENTILATION without creating drafts or fire hazards is accomplished today with power units that more than pay for themselves in the sales appeal they add to new homes. To the homeowner these units mean protection of wood and metal in the home from dampness, and comfortable living free of undesirable odors.

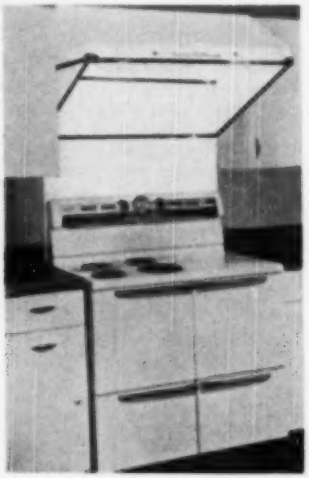
Though there are differences of opinion regarding the best location for a ventilator duct in the kitchen, it is generally agreed that the opening should be as directly above the range as possible, as long as the proximity does not create a fire hazard. In this manner, fumes and grease-laden air go directly into the ventilation passage without striking the wall or ceiling. Some ventilators, with vent ducts located under a hood directly above the range, draw in vapors and liquefy them in the exhaust unit where they are deposited on a fireproof tray. This eliminates any chance of danger from fire. Other units with vents similarly located have different safety features.

A small exhaust fan in the bathroom will quickly pay for itself by its preservation of interior decorations and fittings. The use of a bathtub or shower by the average size family causes several gallons of water a day to be given off in steam, which must be taken out through a ventilator without creating a draft. Because of the damaging effects of moisture to the ventilator itself, motors in some models are located entirely outside the air stream.

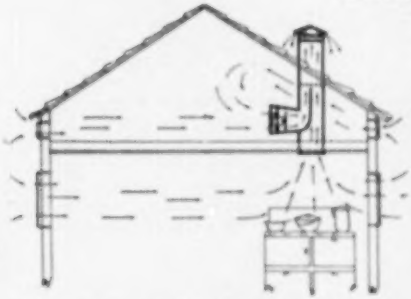


Courtesy, American Structural Products Co.

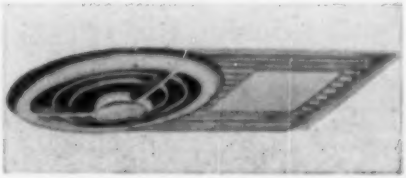
WINDOW ventilation in glass block wall



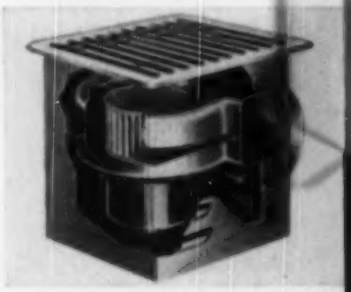
ONE man can install hood of this ventilator in about 45 minutes. Vent-A-Hood Co. unit liquefies greasy vapors in exhaust



NEW fan offered by Kool Air Engineering Co. ventilates attic and kitchen at the same time



LEFT, combination ceiling exhaust ventilator and recessed light is offered by Pryne & Co. Unit uses a 150-watt bulb for light diffusion



BATHROOM ventilator made by Trade-Wind Motorfans, Inc., has motor located outside the air stream

AMERICAN BUILDER
Blueprint House
Number 43

Seven Different Designs From a Single Plan

THIS design shows the three basic units of house, breezeway and garage placed in a line along the front of property

Further information and complete ¼ inch scale blueprints available on this house from *American Builder Plan Service*, 30 Church Street, New York 7, N. Y.

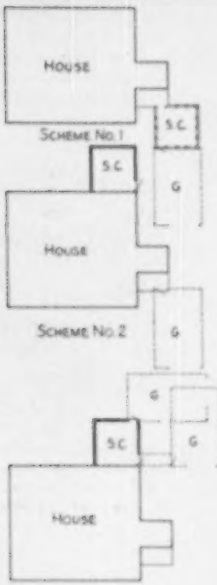
TO CONFORM to average lot requirements, the designer of this month's blueprint house has provided for six alternate plan layouts. The basic unit in all cases remains the same but the position of porch, or breezeway and garage is changed. These units are arranged singly or together, on a line parallel with the length of house as shown in photograph, or placed alone at each end of house.

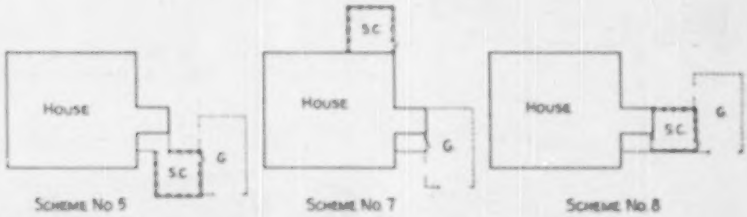
Group placement of the same house, in the same general area, on the part of operative builders, is made possible through the use of flexible units that alter the appearance of the exterior of the house without increasing costs.

The basic house which includes entrance vestibule, storage and utility room contains 1180 square feet. This area is divided into three bedrooms, bath, kitchen, living and dining rooms and ample closet space. The exterior design conforms to a simplified version of a Cape Cod cottage, with outside walls faced with horizontal and vertical siding. Plain shutters are placed alongside the windows of front wall for added effect.

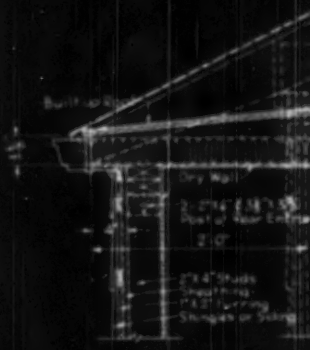
The house is placed on a concrete slab with 8-inch-thick perimeter walls; 2x4 inch stud walls are securely anchored to concrete slab. All interior walls are non-load bearing. Roof is supported by built-up trusses that extend across the 30 foot span. Bulk insulation is confined to the ceiling area. Asphalt shingles cover the roof.

Heating is the forced warm-air perimeter type with eight inch diameter metal supply ducts imbedded in concrete slab. Heating unit is placed in the attic area with large enclosed duct extending down to metal perimeter ducts under slab. Estimated erection cost in midwest: $14,400.

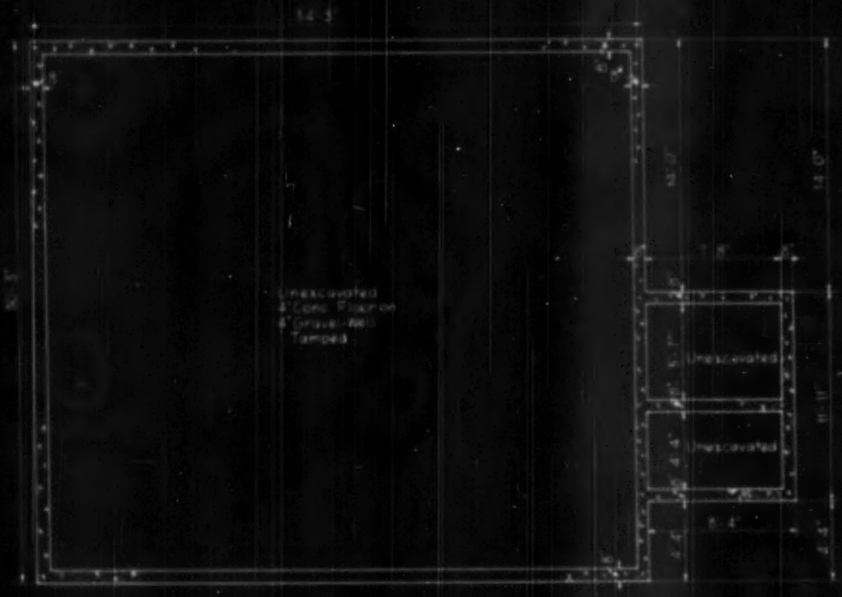




SIX different plan layouts are indicated. The basic plan in all cases remains the same; position of porch and garage varies



CORNICE DETA



FOUNDATION PLAN

Scale ¼"=1'-0"

CORNICE DETAILS

FIRST FLOOR PLAN

Scale 1/4"=1'-0"

DESIGN NO A B 156

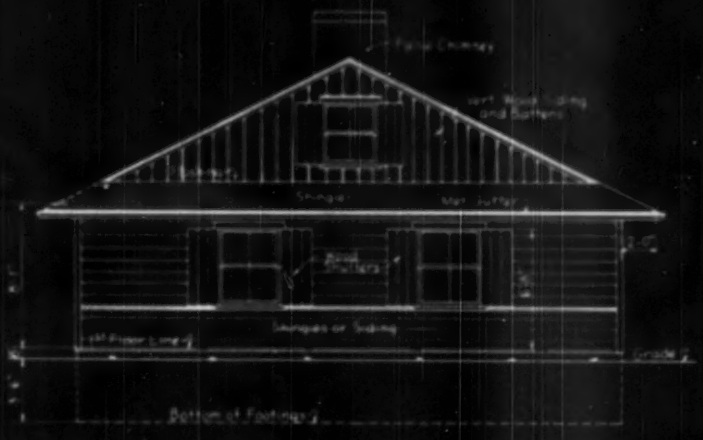
AMERICAN BUILDER BLUE PRINT SERIES

Designed By

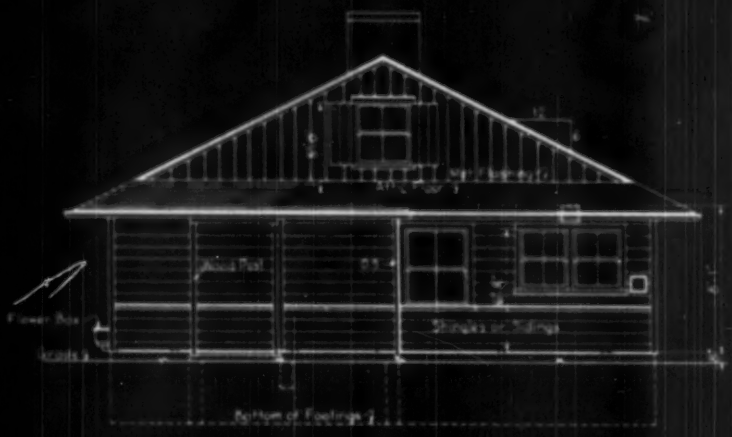
CHARLES NOBLE
307 Municipal Ct Bldg

ARCHITECT
Ann Arbor Mich

Simmons Boardman Pub. Co. 30 Church St. N.Y.



LEFT SIDE ELEVATION

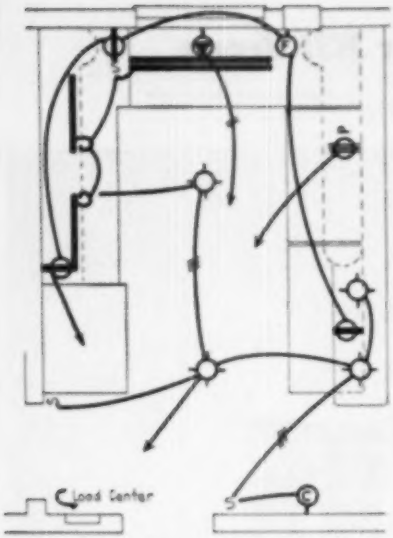


RIGHT SIDE ELEVATION

REAR ELEVATION

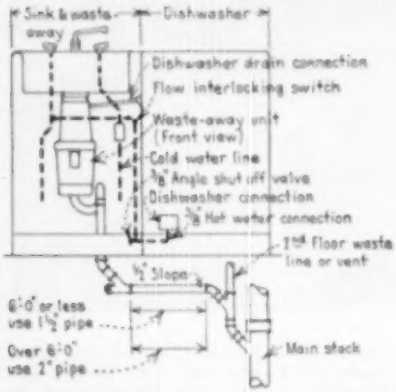
FRONT ELEVATION

Lighting for Kitchens

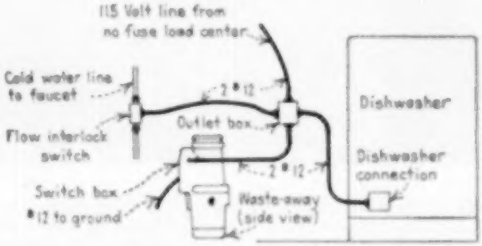


ABOVE. wiring diagram and plan of kitchen at right

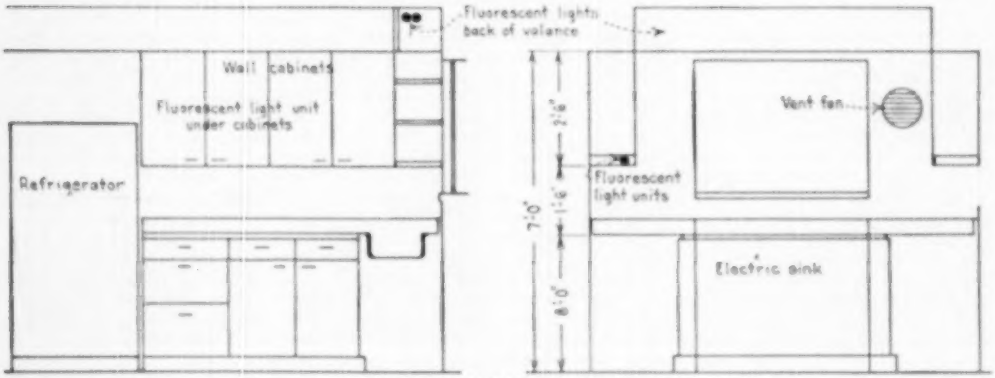
BRIGHT but soft light illuminates this U-shaped "ideal" kitchen which is part of an activity room where informal entertaining may be done. Flush ceiling fixtures flood the room with general lighting, but fluorescent tubes concealed by the valance brighten the countertops and sink work-spaces. Convenient power sources for kitchen electrical equipment are furnished by four duplex outlets.



ABOVE. dishwasher. disposal plumbing layout



ABOVE. dishwasher and disposal wiring layout



BELOW. kitchen elevations; note valance lights

ELEVATIONS

Planning— *Lighting for Kitchens*

MODERN lighting techniques are reflected in this kitchen. A silvered bowl ceiling fixture for general illumination is supplemented by local lights at the sink and work counters. The valance at the window conceals fluorescent tubes which illuminate the sink, while fluorescent units mounted under wall cabinets give light at the work areas

FOR economy it is essential that the basic wiring harness of a kitchen —and of a home, of course—be thoroughly outlined while the building is still in the planning stage of construction to avoid unnecessary alterations or deprivations.

A kitchen should be planned for efficiency, convenience, and beauty. Lighting is a dominant factor in the perfection of these attributes. Preparation of meals is done with greater ease, foods and utensils are more accessible, and appliances are more efficiently utilized to their maximum capacity when the housewife can see what she is doing—without strain and discomfort.

In planning the kitchen shown on these pages, thought was given to providing proper illumination for the work areas and to including power outlets for electrical kitchen appliances such as mixers, toasters, and roasters.

Reliance is placed upon fluorescent fixtures to furnish illumination on the counters. Light from these fixtures is not sharp nor strain-producing and is not likely to reflect glaringly upon the metal and other polished surfaces of the work area although the light intensity is not impinged upon.

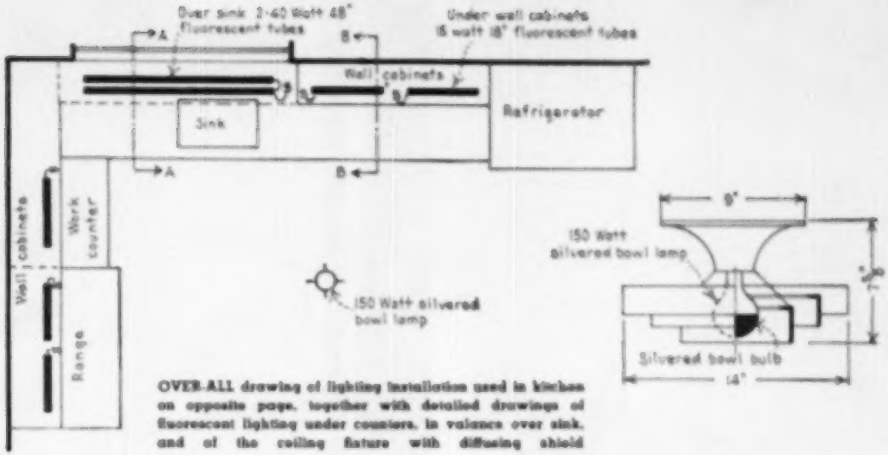
Single 15 watt 18-inch tubes installed in special decorative fixtures have been installed under the cabinets above the range and work counters. Two parallel 40 watt 48-inch fluorescent tubes concealed behind a seven-inch valance light the sink.

The electric light bulb of the ceiling fixture in the kitchen is an integral part of this fixture since its silvered bowl prevents a ceiling glare spot. This 150 watt bulb in the deflecting concentric rings of the fixture provides ample general lighting.

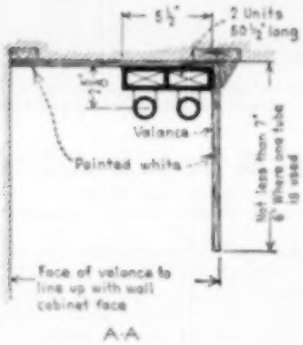
If the major appliances in the kitchen are to be electrically operated, it is strongly recommended that thought be given to incorporating separate circuits for this equipment in the wiring harness. In any event, fuseless load centers located in the kitchen or in some convenient household center will add to the living efficiency of a modern home.

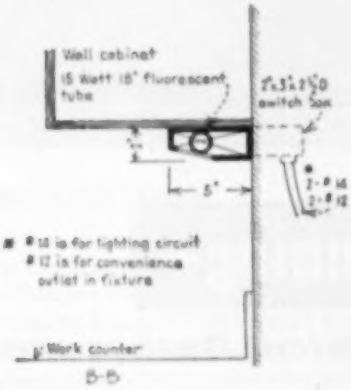
Individual switches for each light in this kitchen shown make it possible to economize with the use of electricity since only the area in which one is working need be illuminated. With these under-cabinet tubes, the housewife is not forced to work in her own shadow on any of the counter space.

Source material courtesy of Westinghouse Electric Company.



OVER-ALL drawing of lighting installation used in kitchen on opposite page, together with detailed drawings of fluorescent lighting under counters, in valance over sink, and of the ceiling fixture with diffusing shield





MOLDINGS enclose electrical circuit and with frequently spaced outlets provide maximum convenience for use of countertop

SPACIOUS windows flood this kitchen with light, but note flush ceiling fixtures for illumination at night or on dark days

THE UTILITY of this bathroom arrangement is increased by the use of vapor-proof incandescent ceiling lights in compartments

AN electrical heater installed in the tiled wall of this bathroom furnishes radiation and convection heating for quick warmth

Planning—

Electrical Bathrooms

EVERY home should, of course, be planned as an architectural unit, but it's just as important to plan each room for maximum utility. The forethought given by a builder to each room in the planning stage will furnish effective sales materials when the house is completed, without prohibitive cost. For example planned conveniences in the bathroom will distinguish a house for sale from innumerable competitive buildings of comparable value and construction.

The first considerations are the arrangement of the fixtures and provisions for adequate plumbing. It is essential that the wiring harness and electrical conveniences be considered to insure that the maximum in electrical utility is provided for within the building budget.

Ample lighting is the first electrical prerequisite and is furnished by ceiling lights and single or twin mirror lights of either the fluorescent or incandescent type. An interesting addition to the lighting facilities of the bath that will fascinate most customers is a small night light. A 40-watt fluorescent sun-lamp that has been perfected to operate with standard ballast and lamp holders makes an ordinary bathroom unique, a feature to add to any promotional kit.

Valance lighting, already widely accepted to improve the decor of other major living areas in the house, is being used over tubs to give pleasing illumination. An electrical wall heater, to warm bathrooms on chilly days, is an asset in most any climate, for it will furnish heat quickly by both radiation and convection.

And of real importance is the installation of duplex outlets for the convenient use of electrical equipment in the bath.

Photos and source material courtesy of Westinghouse Electric Corporation and Heating and Plumbing Industries Bureau.

Bathroom Planning Sells Homes

Here are points in home planning that will catch a customer's eye—

- Wall heaters will warm bathrooms on chilly days with quick, safe heat
- Real eye comfort is assured with soft fluorescent twin lights at the mirror
- Ultraviolet rays from new lamp will bathe bathroom in vitamin D
- Duplex outlets make use of electrical razors and hair dryers convenient
- Bathroom night lights and valance lighting are inexpensive additions
- A simple flip of a switch will convincingly demonstrate these conveniences to the customer

Standardized Kitchen Remodeling . . .

. . . . is a specialty of Ray Wille, managing partner of Bass-Miller Company, California. Dependence on selected products and subcontractors insures uniform costs and craftsmanship for remodeling jobs that are best sales aid

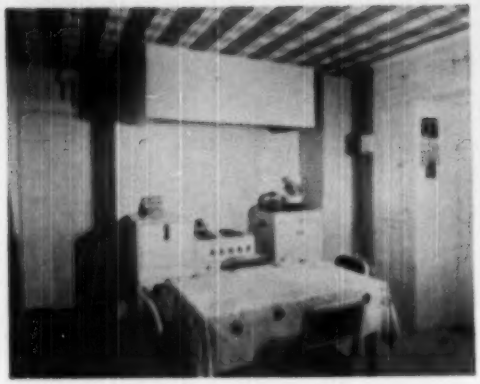
THE kitchen in the California McClintock home was recently remodeled by Ray Wille. The new sink shown in photograph at top was installed along what was once a blank wall to right of old sink as shown in the lower photograph. In the old arrangement, the sink was placed under a window opening into the pantry (see plans on succeeding page) in which refrigerator was located; table in center of kitchen was make-shift compensation for totally inadequate counter and storage space. In the new kitchen, a steel casement window above the sink replaces three double-hung windows. New steel cabinets cover the walls. The counter adjacent to the range has a stainless steel top so that hot pans may be set on it without damage. A garbage disposal unit is installed in the double sink. Color scheme in the new room is in blue, white, and yellow; the soffit is yellow; the Formica countertops are blue; the cabinets are white-enameled; a blue-figured linoleum covers the floor. Total cost of this remodeling job was $2,114

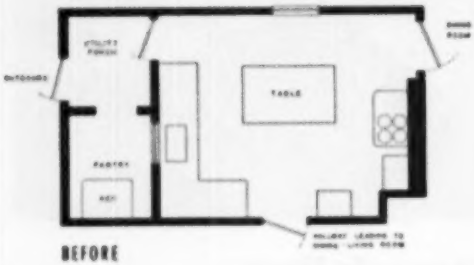
REMODELING kitchens is a specialty of Ray Wille, managing partner of Bass-Miller Company, Culver City, Calif. This is a unique specialty in this era of much building, but it is one that Mr. Wille has found satisfying and profitable.

Wille's success is based on two fundamentals — an intelligent selling program and quality workmanship. Actually, these two facts are closely related since Wille depends upon his completed remodeling jobs to be his best sales aid.

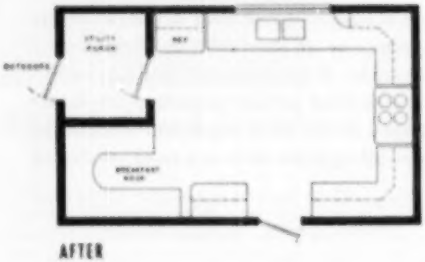
After a brief discussion with a new prospective customer for a kitchen remodeling job — usually a housewife — Wille escorts her through remodeled kitchens in homes of about the same age and price as that of the prospect. He dramatizes these trips by showing her photographs of the kitchen to be inspected before it was remodeled. Further, the evidence of craftsmanship and the commendations of pleased customers are most effective in selling a prospect. Another valuable tool that Wille uses in selling is a booklet of "before and after" photographs of kitchens that he has remodeled. This technique impresses the housewife with the changes her own kitchen could undergo.

Before leaving a prospect's home after the sales interview, Wille prepares a complete estimate of costs — "striking while the iron is hot." His extensive remodeling experience and his reliance upon the same group of subcontractors enables him to make accurate on-the-spot estimates. The

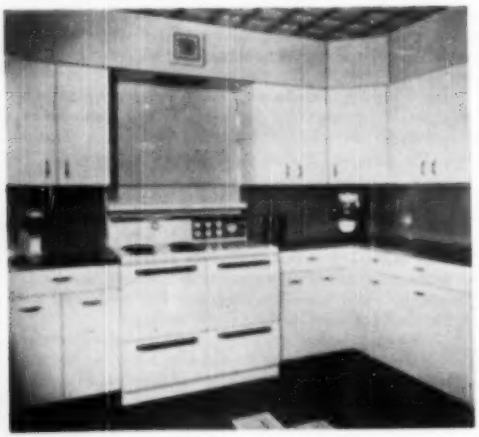




BEFORE



AFTER



usual job costs approximately $2000. His plans for new kitchens are standardized; he usually uses the same manufacturers' equipment in each so that his estimating is simplified. Wille prepares his own plans for the jobs.

After a contract has been won, cabinets and new equipment are delivered to the job immediately, irrespective of whether or not work is to begin at once, to give assurance to the homeowner. Once a job is started, work is carried on until it is finished so that the owner is not unduly inconvenienced.

All plaster, board, or lath are removed from the walls and ceilings of the kitchen as the first step in its reconstruction, for Wille does not do patch jobs. Also, it is frequently necessary to replace studding and other members to insure strong support for the new cabinets and equipment. All wiring and plumbing are completely replaced.

After roughing-in the new plumbing and electrical circuits and installing 16- or 18-inch cabinet soffits, walls and ceilings are replastered. Cabinets are then installed and a

Here are step-by-step points Ray Wille uses in his successful kitchen remodeling business:

1. Know kitchen equipment and subcontractors thoroughly to be able to visualize a new kitchen while inspecting the old one.

2. Demonstrate to the prospective customer, usually a housewife, what can be done to old-fashioned kitchens by using before-and-after photographs. Take her on a tour of completely remodeled kitchens to convince her.

3. Prepare sketches and estimates on the remodeling job while in the home on the initial sales visit—"striking while the iron is hot."

4. When a contract has been won, please the customer by doing the job as quickly as possible.

5. Do a good craftsmanly job or do not do it at all. Quality work and satisfied customers are the best salesmen.

wallboard is cemented to the walls and soffits and trimmed with stainless steel mouldings. This plastic-surfaced wallboard (available in many colors) has a hard glossy waterproof finish which can be cleaned with a damp rag. This board is also used behind the range and the refrigerator and on the wall inside the sink cabinet since it is easily cleaned.

White enameled Kitchen Kraft steel cabinets with adjustable shelves and roller drawers are used by Wille regularly, as is Formica for sink and countertops, back splash, and window ledges. One-sixteenth sheets of Formica are purchased from the factory and laminated with 3/4-inch exterior grade waterproofed plywood by the contractor in his own factory, on his own large press. Cove mouldings cover joints at the wall and Formica countertops.

In addition to his press, Wille has a table saw, a router, and a punch press for cutting stainless steel mouldings. Sink decks are cut slightly oversize so that they can be scribed into place on the job for a better fit.

Before installing the Briggs double sink, glue is spread on the wood support and the sink is then set in a Hudee

(Continued on page 218)

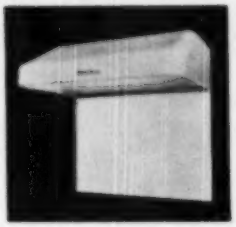
DOOR into dining room from kitchen in McClintock home, shown at right in top photograph, was removed during remodeling to provide more wall space for Kitchen Kraft white-enameled steel cabinets, as in bottom photo. A Trade Wind Clipper fan above the new range provides exhaust for cooking odors. Plastic-surfaced wallboard above range can be cleaned with damp rag. Same material covers all soffits. Plans reveal how inconvenient pantry was converted into breakfast nook. Kitchen cabinets furnish much more useful storage space than was available prior to remodeling

Special New Products Section

Kitchen and Bathroom Ideas

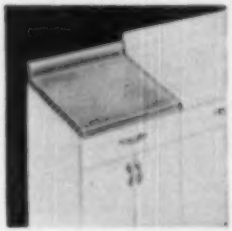
RANGE CANOPY AB75001

This kitchen canopy with two-speed over-the-range quiet ventilator and fluorescent lighting fastens directly to wall easily and quickly. All necessary parts and materials are furnished in single carton. Specially designed motor and blower operate without vibration. Two push buttons permit lowering of Kitchen Kanopy top for removal of filters and grease trap for easy servicing. Does not affect heating and ventilating systems. Comfort Products Corp., Dallas, Texas



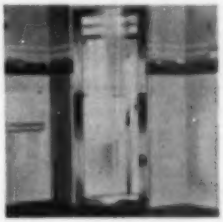
CUTTING BOARD AB75002

A maple cutting board base cabinet top is now part of Youngstown Kitchen line. Designed as a surface on which to cut meat, bread, vegetables and other foods, the top has the same contours as standard Youngstown tops. Top is made of hard maple, 1¼ inches thick, with side-to-side laminated construction to give an edge-grain work surface. Top is made in 24-inch widths and can be easily cut to fit smaller cabinets. Mullins Manufacturing Corp., Warren, Ohio



BUDGET SINK AB75003

New 39-inch sink is designed for use as a component part of 60-inch apartment and multiple home kitchen units. Elkay Lustertone stainless steel sink is economical investment for a low-cost kitchen. Compact arrangements with units solve summer cottage and hunting lodge kitchen problems. Homeowners who wish to supplement their income with an "attic apartment" will find this sink a good investment. Elkay Manufacturing Co., 1874 S. 54th Ave., Chicago 50, Ill.



CABINET SHOWERS AB75004

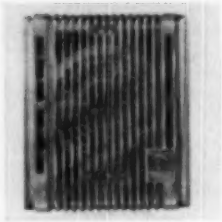
Weisway cabinet showers are made in many models for recessed, corner, pier type, built-in, or battery locations. Cabinets, including receptors and walls, are made in six colors. Vitreous porcelain floor has no-slip surface. One-piece receptor has no crevices to gather dirt; no mastic is required for installation. Photo shows Weisway hi-door with frame of extruded bronze, heavily chromium plated. Henry Weis Mfg. Co., Inc., Weisway Building, Elkhart, Indiana

REFRIGERATOR AB75005

Counter height refrigerator, designed to match Select-A-Range, is 36 inches high. By removing 1½-inch feet, it may be installed under the standard counter or drainboard. It is 26½ inches wide — taking the same space as standard 27-inch kitchen cabinet. Food storage space has six cubic feet capacity or approximately 20 pounds of food space. Additional 10 pounds space in chill tray. Refrigeration Sales Company, 91 Lexington Street, New Britain, Conn.

LINOLEUM AB75006

Floors and walls of this attractive kitchen are covered with linoleum. As a floor covering, linoleum has resilience affording ease underfoot and minimizing hazard of slipping. Walls are kept bright with an occasional washing with mild soap and water. Linoleum can be applied over any smooth, firm, dry wall surface, such as plaster, plywood, hardboard or gypsum wall board. Many color-correlated patterns are available. Congoleum Nairn, Inc., Kearny, N. J.



ELECTRICAL HEATERS AB75007

Heatoire series 250 electrical space heaters are made in wall-insert, wall attachable, and portable models. A built-in thermostat has a range of 55 to 85 degrees F. The heat can be controlled by dial setting. The fan can be operated independently for cooling purposes. Air is drawn into the chamber through modified venturi tubes to keep temperature of box, grille, and fan at minimum. Wattage: 1500 to 3000 watts. Markel Electric Products, Inc., Buffalo 3, N. Y.

DRESSING TABLE AB75008

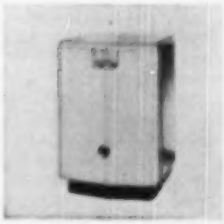
The Olympia Vanitie, a streamlined lavatory and dressing table combination is made in four models and in four popular pastel colors, in addition to white, of quality baked enamel. Cabinets are of a sturdy rust-proof aluminum construction. All models are equipped with touch-latch. Tops are of Formica with handsome metal trim. Sizes available are: 24, 36 (either right or left-hand vanitie), and 48 inches wide. Western Metalcraft, Inc., Olympia, Wash.

SINK-DISHWASHER AB75009

The Apex Dish-A-Matic dishwasher in this combination has its own super water heater that boosts the temperature of the tap water to 190 degrees. The sink is white porcelain enameled with chrome plated fixtures and strainer. The dishwasher capacity is service for six. The porcelain tub is under-coated for maximum heat retention and minimum water noise. Three gallons of water are used for the complete washing cycle. Apex Electrical Manufacturing Co., Cleveland 10, Ohio

WATER HEATER AB75010

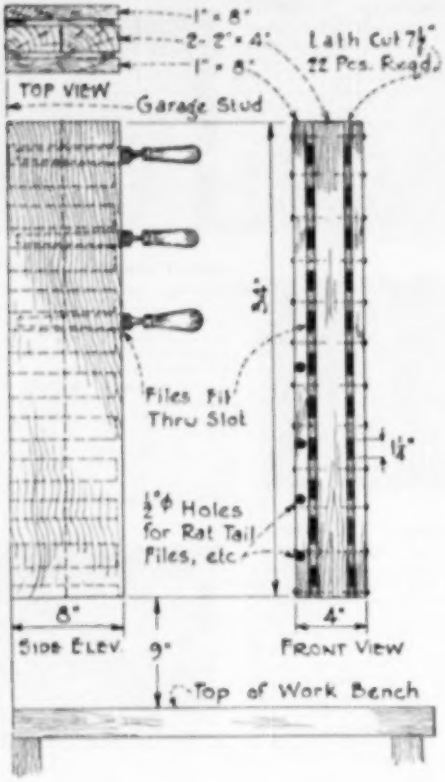
Trustmaster electric water heaters are made in 25 models one of which, the 50 gallon Deluxe model, is shown here. These heaters have a "life belt" heating element which may be removed for service without draining tank. A pure magnesium ionadic rod in the tank neutralizes corrosive action and adds to life of heater. Control dial provides 50 degree temperature selection range. McGraw Electric Co., Clark Division, 5201 West 65th Street, Chicago 38, Ill.



(Additional products featured in back of book)

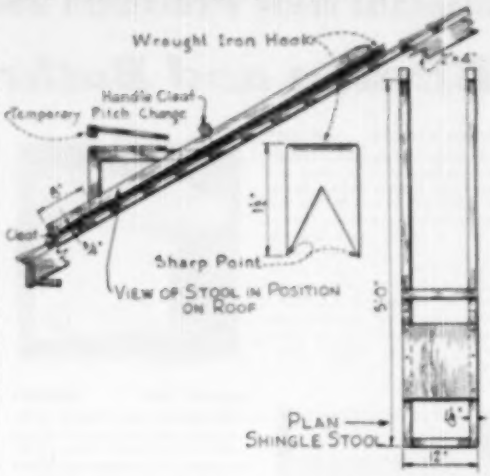
TECHNICAL GUIDE for Builders and Craftsmen

How to Make a File Holder



THE DRAWING above is self explanatory. The file holder shown is easy to make and will hold 20 files. It can be hung on the wall close to the work bench and yet be out of the way. Placing the files in this manner they do not touch one another and therefore stay sharp longer.—Submitted by J. G. Caldwell, San Mateo, Calif.

How to Make a Roof Shingle Stool



IN APPLYING composition, slate or asbestos shingles, the use of a shingle ladder and stool speeds up the work and provides greater comfort for the worker.

Materials used in the construction of stool and frame should be light and strong, preferably white pine or a good grade of yellow poplar, using 1⅛ by 1½-inch members for frame with the other parts shouldered in place. These are bolted with ¼-inch carriage bolts. Seat is built up of ½-inch-thick poplar or pine screwed in place with counter sunk heads.

Hooks placed at upper end of frame are 5/16 by 1 inch wrought steel, cut to prongs and sharpened to needle points. Hooks extend over ends and can be tipped into position with hammer or roofing tool.

Principle and use: Stool is supported on cleat at bottom, and hooks at top. Weight of roofer holds stool in position. Space under frame allows clear working area for the installation of shingles. Handle cleat should be placed on frame to balance shingle stool when picked up and moved to new position. Cleat also provides space for shingles prior to their being laid in position on the roof.

Shingle stool is designed for roofs of 1/3 pitch. If steeper pitches are encountered raise pitch of seat by inserting a thin board or cleat between the underside of seat and frame.

Stool makes for comfort; eliminates strain; can be used when shingles get too hot to conveniently work on the surface; is speedy, flexible and profitable to use.

HOW TO DO IT • HOW TO DO IT • HOW TO DO IT • HOW TO DO IT • HOW TO DO IT

No. D-68 ... Distinctive Details for the Kitchen

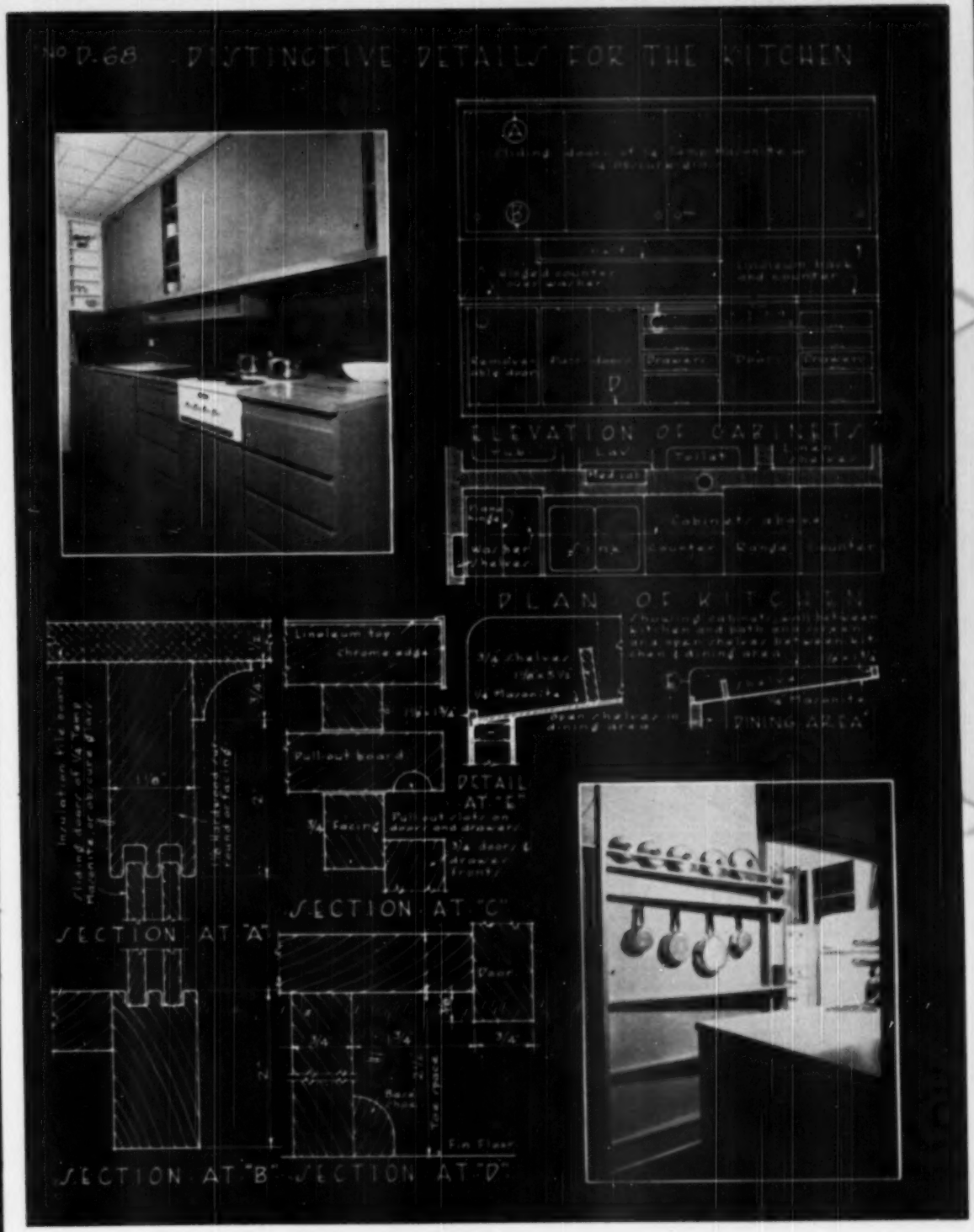
FEATURES indicated in photographs and drawings on the opposite page present interesting and varied details that can be made available to any modern kitchen, or the remodeling of an old kitchen.

Design of the lower cabinets and drawers presents a different approach than usual. The full thickness of the door and drawer front projects beyond the face of the cabinet, thus permitting a recess to be cut out of the side of door and the bottom face of drawer for a hand hold. The sliding doors of the upper cabinets can be made of ¼-inch tempered Masonite as detailed, or of obscure glass. This offers a change from the usual flush and lipped hinged doors.

An unusual feature is the screen partition that separates the kitchen and dining area. It is composed of a group of tapered shelves placed between verticle supporting members. Masonite is placed and secured to frame on dining room side. The automatic washer is part of the counter equipment. Access to same is obtained through portion of hinged counter top as shown. The cabinet face in front of washer is removable.

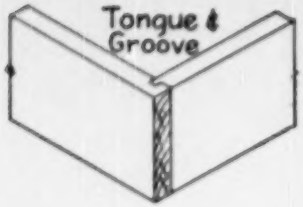
AMERICAN BUILDER'S BETTER DETAIL PLATE

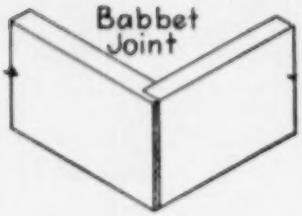
Detailed by H. J. Alexander for American Builder

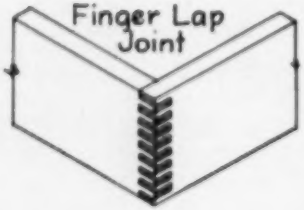


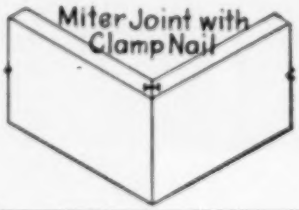
TECHNICAL GUIDE for Builders and Craftsmen

How to Make Box Corner Joints









TONGUE AND GROOVE joint is easy to make on the circular saw. The thing to remember is that the ends first be squared accurately and that the miter gauge be exactly 90 degrees from the blade and that the blade be set at 90 degrees with the table

RABBET JOINT: The side piece is set with its full width into the front of box or drawer. This means that the side need only be squared and that the full rabbet cut is made in front

FINGER LAP JOINT features equal thicknesses of tongue and groove sections, all cut with the use of dado head on circular saw. Both sides of joint may be cut simultaneously by clamping them together in their correct relationship

MITRE JOINT WITH CLAMP NAIL is produced by cutting a 45 degree angle on both ends of the joint. The pieces are then clamped in position and nailed as shown

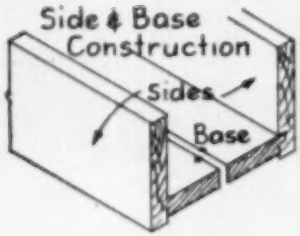
SPECIAL TONGUE AND GROOVE is a special corner joint made easily by using the cutter in the moulding head on circular saw or with the shaper cutter on shaper

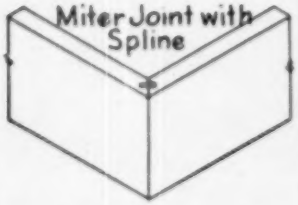
SIDE AND BASE CONSTRUCTION are the same as the tongue and groove except that the base is set higher in the sides to provide clearance such as is sometimes necessary in drawer construction

MITRE JOINT WITH SPLINE is a 45 degree mitre in which a matching groove is cut in both sides so that a spline may be set in and glued to give strength to an otherwise weak joint

DADO TONGUE AND RABBET joint is a combination of the rabbet and the tongue and groove joint. It provides a more rigid joint than either of the others

Data and illustrations courtesy Power Tool Division, Rockwell Manufacturing Company, Milwaukee 1, Wisconsin





G-9 ... Stair Details

MODERN features in the 1950 retail store are not confined to the main streets of our cities and large towns. The movies and consumer magazines have given the small town dweller the desire for a store that has the latest decor, fittings and atmosphere. The buyer today will seek the store which is most pleasant. That is the reason merchants of today are turning to modernization for the solution to their problems when their stores appear to be outmoded.

The interior stair of the Crawford Clothes Store in Newark, N. J., shown in detail on the opposite page, is representative of the type of remodeling that can be seen in most any modern establishment, anywhere in the country. The curved stair to the mezzanine floor provides the feminine atmosphere necessary in an entrance to a woman's coat and suit floor or department.

The treads, risers and exposed stringers are built up of precast terrazzo which is made up of red Verona marble chips, with white portland cement and color added. Two rows of non-slip carborundum inserts are placed close to the nosing of each tread.

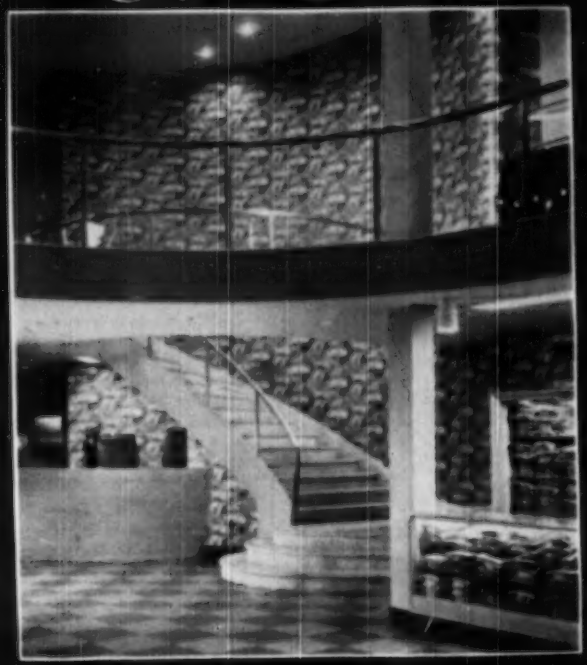
The railing is made up of a bronze handrail and intermediate bronze channels. The vertical struts are built up of steel cores placed in bronze tubes. Steel core extends into stringer and is secured to steel channel stringer with clip angles. Clear plastic panels are used between the bronze frames because of their ease of installation as well as economy in cost.

The wallpaper which forms the background is metallic in effect with a body color of grayish green and a pattern of light blue-green and silver.

AMERICAN BUILDER'S STORE FRONT DETAILS

Designed and Detailed by Louis J. Glunkin for *American Builder*

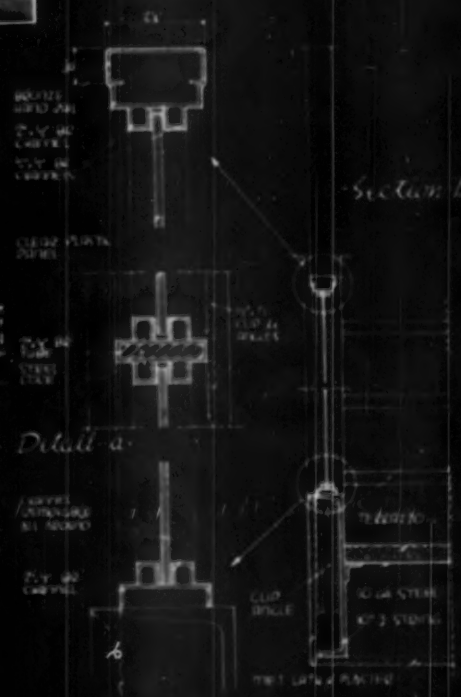
G-9 · STAIR · DETAILS



Crawford Clothes · Newark, N.J.

Plan of stair

Typical section



Section h-h

Detail a

Salute to Gadgets

By R. E. Saberson

IT IS A BEAUTIFUL morning. Spring is busting out all over. Summer is just around the corner. The back yard beckons. Neighbors up and down the street are looking over their early flowers. The tantalizing smell of freshly-cut blue grass is wafted by the gentle breeze that brings with it frequently the over-powering fragrance of apple blossoms. It is one of those "what-is-so-rare" days that have inspired poets . . . the time when more people buy homes than any other month in the year.

And so we turn to the accumulation of publications that have been put aside during the week for more leisurely reading. We thumb through the pages of Life Magazine replete with generous-sized pictures of happenings throughout the world. None however is more interesting than the eight-page article entitled "Levitt Adds 1950 Model To His Line." Here we see Bernard Levey, his wife and children standing before the three Levitt homes they have lived in since they rented one of the Cape Cod homes Levitt built in 1948 to see if they liked it. They did, according to the story, and bought a 1949 model. Now they have ordered a '50, selling the '49 for only $256 less than they had paid in on it. When the '51s come along Life thinks they may buy again.

Of course there is nothing particularly new or startling in the fact that houses change from year to year. You can drive through the residential sections of nearly any city or town and name the decade in which many of the homes were built. Only difference between then and now is that the factors of obsolescence have been speeded up immeasurably, not only as they apply to functional planning but through the use of the many new building materials now available and the countless automatic equipment items and labor-saving gadgets that put in their appearance with unfailing regularity.

"Obsolescence," of course, isn't the proper word for the difference which exists between the various home models that are now appearing with greater frequency. The automobile, for example, actually is obsolete long before it ceases to perform properly for its owner . . . a fact largely responsible for the millions of cars that now clog the highways. If the buyers of new cars drove them until they wore out there would be no automobile industry as we know it today. Passing them along at lower and lower prices as the mileage increased, put America on wheels and banished for all time the barriers once imposed by distance.

ADVANCED technology has brought push-button efficiency into today's kitchen, and the advance continues so rapidly that the modern home of today may be obsolete tomorrow

It is interesting to speculate concerning the vast changes which are taking place through the breaking of the iron chain of miles. Assuredly it affects the whole question of home ownership in many important aspects. When the ready-availability of individual transportation began to take people out of the cities and into the country, it likewise created the problem of putting the cost of shelter and transportation within reach of more and more families.

That, of course, is the job ahead for the two great industries, housing and automobiles, that have much to do with the economic state of the nation. How well they are succeeding is revealed in what is happening in both industries at the present time.

The fact that the Leveys could switch houses as easily as if they had been automobiles assuredly adds up to a notable achievement. Levitt will build 4,000 houses during 1950 and one-third will go to people already occupying his houses, says Life.

Naturally the same thing is taking place in some degree in other metropolitan areas throughout the United States, now in the throes of the greatest home building boom in its history. Countless families already have sold the homes they bought when they couldn't find any other place to live and are now "working their way up the scale" in much the same manner as families do with automobiles. Whether you view this tendency with alarm or accept it with reassuring equanimity, matters little. It is something that is being brought about by our way of life and our relentless struggle to do things better, or faster or cheaper than they have ever been done before.

In the meantime our whole concept of living is being changed by the invention of electrical, labor-saving equipment which now makes it possible to operate a compact home, conveniently and comfortably, without benefit of domestic help.

A day or so ago when we made inquiry concerning two families who had built large homes in a beautiful location across the road from the tenth tee of the Country Club which we once patronized, we were told that both of the pretentious residences had been sold and that their former owners were living happily in surprisingly small apartments in the city. Their children had grown up, married and moved away and had taken with them much of the glamour that once had been worth what it cost, not only in dollars but in the headaches which grew more and more acute as it became well nigh impossible to obtain the help necessary to operate homes that were not mechanized as they are now.

Then today, on a warm spring morn-

(*Continued on page 160*)

just 4 words...

DOORS:— RO-WAY OVERHEAD TYPE

and the job is RIGHT!

RIGHT IN MATERIALS

Rowe's own buyer selects only high quality lumber at the mills. Panels are three-ply exterior grade Douglas Fir plywood. Hardware, Track Rollers and Springs are made in our own plant, and Parkerized *after* fabrication.

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Multiple mortises assure accuracy, uniformity and good fit. All mortise and tenon joints are glued—then *also* doweled. Track rollers have "double-thick tread." Springs are power-metered to the weight of each door.

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Ro-Way Doors are erected with utmost care by Ro-Way's nation-wide network of selected distributors.

RIGHT IN APPEARANCE

Ro-Way Doors are drum-sanded to give a silky, lustre finish. All joints are finished by hand. Parkerized and painted hardware prevents rust streaks. Ro-Way Doors keep their good looks.

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RIGHT IN PRICE

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Ro-Way Overhead Type Doors are available for all Industrial, Commercial and Residential Installations

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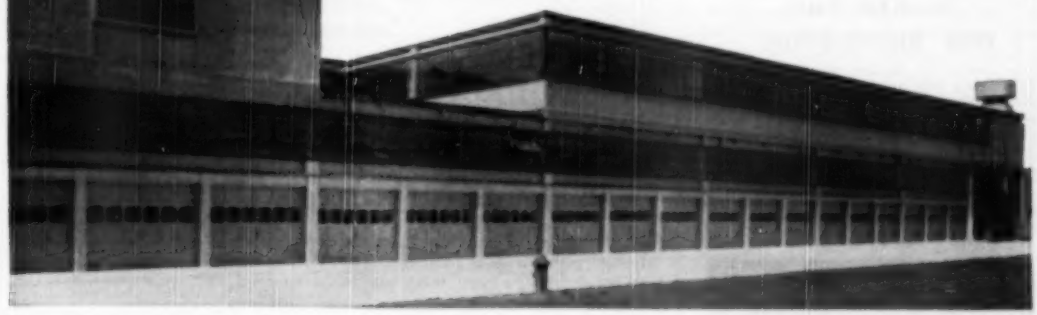
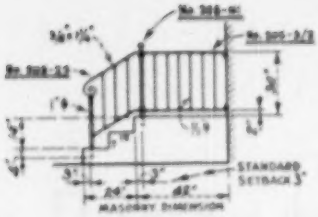


ORNAMENTAL IRON
by Coffman



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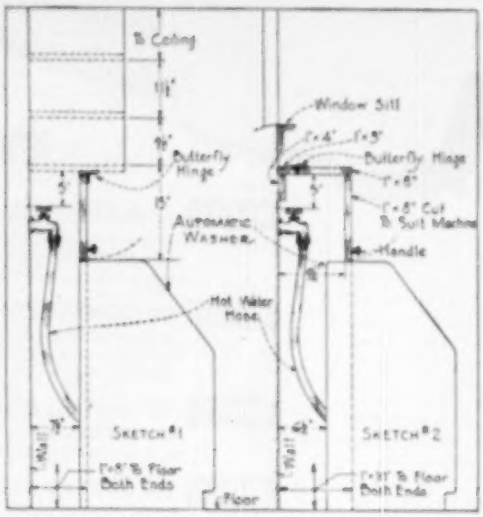
TECHNICAL GUIDE for Builders and Craftsmen

How to Enclose a Portion of Automatic Washer



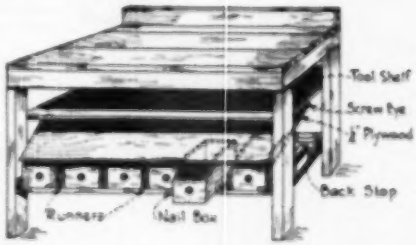
IN THE installation of automatic washers, particularly in kitchens or adjoining utility rooms, objection is often raised to the exposed hose connections and the hot and cold water supply pipes and bibbs. The sketches above indicate two solutions to this problem.

Where cupboards occur above the automatic washer, as indicated in sketch Number 1, a hinged plywood panel door is secured to the underside of cupboard, with plywood enclosure at both ends extending to floor.

Where the washer occurs under window as shown in sketch Number 2, the top and front plywood enclosure lifts up to provide access to hose connection. Sides are enclosed with plywood to floor.—Submitted by J. G. Caldwell, San Mateo, Calif.

HOW TO DO IT * HOW TO DO IT * HOW TO DO IT

How to Provide Nail Bins under Work Bench



CONTAINERS for nails with a drop flap are provided on lower shelf of carpenter's bench. This arrangement eliminates the annoyance attributed to shavings getting into nail containers.

The bins are placed in a row on the lower shelf of work bench. The top and upper front of each bin is left open. The lower front of each is equipped with a drawer pull. A length of ¼-inch plywood extends across the entire group of nail bins and is suspended from the underside of shelf above by means of screw eyes.

A portion of the front and top of the bins is cut off at a 45 degree angle and a plywood cover drops in position and fits tightly over bins. When bins are pulled out cover remains open, when pushed back, cover falls in place.—Arthur F. Taggart, Monrovia, Calif.

NAPA STATE HOSPITAL, NAPA, CALIF.
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General Contractor — Moore & Roberts
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Case Study

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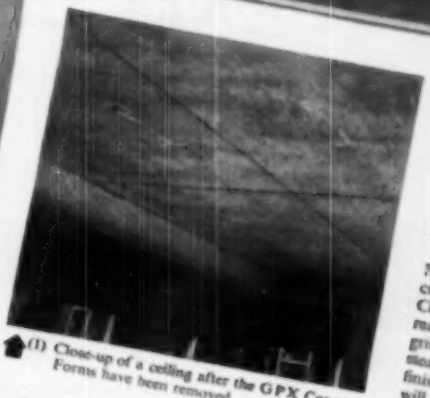

(1) Close-up of a ceiling after the GPX Concrete Forms have been removed.

(2) Smooth finish of completed ceiling after the fins shown above have been ground off and smooth concrete surface has been painted.

Lester Patterson Houses, another example of how progressive contractors can keep costs down by the use of GPX Concrete Forms.

*The architects on the projects listed above were:

Jacob Ritz—J. C. MacKenzie
E. K. Morgan
Walker & Gillette

Governor—Cazdale, Kahn, Jacobs and McCarthy

Governor Alfred E. Smith—Eggers & Higgins

Lester Patterson—J. P. Dahar
J. W. Cr'cshaw
K. Epskey II
M. W. Del Gaudio

Astoria—Harrison & Abramovitz

Queensview—George Brown
Bernard Guenther

One of the most important recent developments in the construction industry has been the acceptance and extensive use of Georgia-Pacific's plastic-faced plywood, GPX, for Concrete Forms. Their economy in use, handling and maintenance is, today, serving to keep costs down on construction projects everywhere.

Willcox - Bein - Fish - McHugh, alert New York contractors, use GPX Concrete Forms exclusively for ceilings. Ceilings poured into GPX Forms are ready for painting after only a minor grinding and smoothing operation instead of the customary 3 coats of plaster finish. In addition, one GPX Form will maintain its smooth surface at least three times as long as forms made of ordinary plywood. WILLCOX-BEIN-FISH-McHUGH REPORT THAT ON LESTER PATTERSON HOUSES, TO GET A COMPARABLE CEILING WITH OLD TYPES OF FORMS, WOULD HAVE COST $50,000 TO $100,000 MORE THAN IT DID WITH GPX CONCRETE FORMS.

Willcox - Bein - Fish - McHugh first used GPX Concrete Forms when working on the construction of Manhattan's well-known Jacob Ritz Houses. Since that time, these progressive builders have used GPX on the Gowanus Houses, Section One of the Governor Alfred E. Smith Houses, Lester Patterson Houses, and Queensview Houses.* About to be started by this firm is Section Two of Astoria Houses. Of course, GPX Concrete Forms will be used!

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One of the 138 houses in Alta Mira Addition, El Paso, Texas.

Kitchen-Kraft
STEEL KITCHENS

helped us sell these houses before they were built" . . . reports Emilio Polando, Home Construction Company, El Paso, Texas.

"We believed Kitchen-Kraft Cabinets would be a smart investment in sales appeal and future customer satisfaction. The enthusiastic comments of women now enjoying the use of these convenient, beautiful kitchens prove we were right" . . . say Denny Wagner and Sam Hunt, developers of Alta Mira addition.

The Alta Mira addition is just another example of how Kitchen-Kraft kitchens add "salability" to homes and "rentability" to apartments. Only Kitchen-Kraft can answer the demand for "custom-built" appearance at low cost! With Kitchen-Kraft, you can sell "planned" kitchens right from stock. Always remember — Kitchen-Kraft kitchens make homes easier to sell . . . apartments easier to rent.

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'Budget House of 1950' Built at Chicago Show

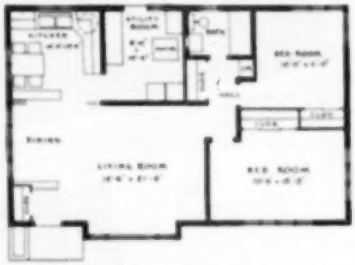
On-site construction used for demonstration of new techniques and materials

DRAWING of Chicago home show house, designed by Chicago architects Edwin H. Mittelbusher, A. J. Del Bianco and Carl Kastrup

ONE OF the features of the Greater Chicago Home Fair was the "Budget House of 1950," built and opened for inspection during the show, May 13–21, at the Navy Pier. Its construction was sponsored by the Chicago Metropolitan Home Builders Association with the cooperation of the Chicago District Council of Carpenters, A.F.L., and material suppliers.

Chicago Architects Edwin H. Mittelbusher, A. J. Del Bianco and Carl Kastrup designed the home, with Landscape Architect William Dean collaborating in the landscape plan.

The on-site demonstration was designed to give interested Fair visitors an opportunity for a first-hand view of modern



FLOOR plan of "Budget Home" sponsored by Chicago Metropolitan Home Builders Association, built with cooperation of AFL carpenters and material dealers

home building methods and materials. Questions were invited from the crowd and answered by builders, who also explained the economies achieved through such features as roof truss construction, pre-built chimneys, drywall construction and radiant perimeter heating systems for small homes.

A notable feature of the show was its complete coverage of home ownership. Free advisory services on design, site selection, financing, building, remodeling, or selection of materials and equipment were made available to show visitors by staffs of experts.

NORGE Electric Ranges chosen for Bunche Park Housing Project

Serving Miami, Florida—Bunche Park, being developed by the Gaines Construction Company, will house over 1,000 families in two-bedroom homes at $37 monthly and three-bedrooms at $40. Read why Norge Electric Ranges were selected by the builders.

"As both builder and landlord," says Sal Ramagli, Sales Director of Gaines Construction Company, "we've had to build and equip Bunche Park houses with an eye to both the present and the future.

"This has been particularly important in the selection of so essential an appliance as the family cook-stove.

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Catalogs and

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757—GLASS BLOCKS—"Beauty Spots for your home" is title of new brochure offered by Pittsburgh Corning Corp., 307 Fourth Ave., Pittsburgh 22, Pa. Illustrations and typical installation details are shown.

758—"YOUR MODERN KITCHEN"—Attractive 32-page catalog in color shows several different ideas for use of wood kitchen cabinets. Offered by Morgan Co., Oshkosh, Wis.

759—SHOWER DOORS AND TUB ENCLOSURES—Complete line of Gulfspray shower doors and tub enclosures, poster and showcase doors, and metal framed mirrors are shown in catalog issued by Binswanger & Co., 207 N. Main St., Houston, Tex.

760—"MODERN VENTILATION FOR MODERN KITCHENS"—is title of new 8-page catalog offered by The Emerson Electric Manufacturing Co., St. Louis 21, Mo. Details of construction, design, performance, dimensions and installation of ventilators for wall, ceiling and windows are shown.

761—SHOWER RECEPTORS—The Weisway Vitreceptor, receptor for stall showers, is featured in a bulletin published by Henry Weis Manufacturing Co., Inc., Elkhart, Ind. Unit provides floor and first six inches of the walls of a shower stall.

762—KITCHEN CABINET HARDWARE—standard and "Streamlux" as well as Colonial cabinet hardware designs are colorfully presented in literature now available from American Cabinet Hardware Corp., Rockford, Ill. Amerock lines include matched cabinet hardware and matched window hardware.

763—BATHROOM-PLUMBING FIXTURES—Complete line of vitreous china plumbing fixtures is described and illustrated in a new 12-page catalog available from Mansfield Sanitary Pottery Inc., Perrysville, Ohio. Specifications are given.

764—APPROVED FLOOR FINISHING PRODUCTS—The Maple Flooring Manufacturers Association, Oshkosh 3, Wis., has published its new list of approved floor finishing products, tested under strengthened revised specifications.

765—PLASTIC TILE—Lists of available colors and prices of PresTile tile board are presented in new literature available from Prestile Manufacturing Co., 2860 Lincoln Ave., Chicago 13, Ill. Material is suitable for bathrooms, kitchens, recreation rooms, laundries.

766—VENTILATION—"How To Have Comfort From Moving Air" is title of a 136-page book which describes and illustrates principles of ventilation, and presents line of ventilators offered by The Torrington Manufacturing Co., Box 809, Torrington, Conn., from whom the book may be obtained.

767—"MODERNISTIC, DISTINCTIVE TRIMMINGS"—is title of a new catalog offered by National Aluminum Co., 1133 Alum Creek Drive, Columbus 9, Ohio. Installation drawings are given, as well as dimensions and illustrations of large variety of trim available.

(Continued on page 132)

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Catalogs

(Continued from page 130)

768—**SINK COUNTER COVERING**—"Shell-Pil," decorative, flexible sink counter covering, is featured in new literature available from Youngstown Manufacturing, Inc., 66-76 S. Prospect St., Youngstown, Ohio.

769—**STEEL KITCHEN CABINETS**—28-page catalog showing several kitchen arrangement ideas with steel cabinets is available from Lyon Metal Products, Inc., Aurora, Ill. Installations, available cabinet sections, and specifications are shown.

770—**TUB HANGER**—The Lucke Leakproof tub hanger, made by William B. Lucke, Inc., Wilmette, Ill., is featured in their new brochure which shows how the hangers are installed and presents illustrations of various applications.

771—**KITCHEN VENTILATING FANS**—Wall, ceiling, chimney and duct type ventilating fans for kitchens are illustrated and described in new literature available from Shepler Manufacturing Co., 1312-14 Sheffield St., Pittsburgh 12, Pa.

772—**HARDWARE FOR KITCHEN CABINETS**—New types of cabinet catches and hinges for kitchen cabinets are described in literature available from The Stanley Works, New Britain, Conn. Illustrations and specifications are presented.

773—**CUSTOM-STYLED STEEL CABINETS**—Features of the Marvel steel kitchen cabinet line are graphically presented in a new brochure offered by Metal Products Co., 1100 S. Central Park Ave., Chicago 24, Ill.

774—**STEEL CABINETS AND CABINET HARDWARE**—Architectural cabinet products, kitchen cabinet attachments and cabinet hardware manufactured by Washington Steel Products, Inc., 1940 E. 11th St., Tacoma 2, Wash., are featured in their new 32-page colorfully illustrated catalog.

775—**SPECIALTIES FOR KITCHENS AND BATHROOMS**—Shower stalls, medicine cabinets, ironing boards and ventilators are described in a 16-page catalog available from Dura Steel Products Co., 1774 E. 21st St., Los Angeles 11, Calif. The catalog, No. 49, offers specifications and illustrations.

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* Please note that occupation must be stated if full service is to be given.

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B & D "Quick-Saws"*, Hammers, give you MORE OUTPUT . . .

Per MAN Black & Decker QUICK-SAWS give you perfect balance, close-coupled design, reduced weight and length, comfortable "saw grip" switch handle, complete safety. B&D ELECTRIC HAMMERS are hard-hitting and amazingly husky, yet compact and light in weight. Result: your men can handle either tool more easily, with less fatigue; turn out more work every day.

Per HOUR Black & Decker QUICK-SAWS, powered by heavy-duty B&D-built universal motors specially built for tough sawing operations, are ten times faster than hand sawing. Black & Decker ELECTRIC HAMMERS deliver thousands of sharp, positive hammer blows per minute to make light work of many tough construction jobs.

Per TOOL These B&D Tools are *built to last*, give you *extra* years of heavy-duty service! Both tools are fully protected against dust and over-heating; have powerful motors, extra-tough gears, husky housings, all the extra strength and stamina built into *every* Black & Decker Tool!

WRITE TODAY for free, detailed catalog. See your nearby B&D Distributor for full details on Saws, Hammers, Drills, Impact Wrenches and many other time-saving, cost-cutting construction tools! The Black & Decker Mfg. Co. 664 Pennsylvania Ave., Towson 4, Md.

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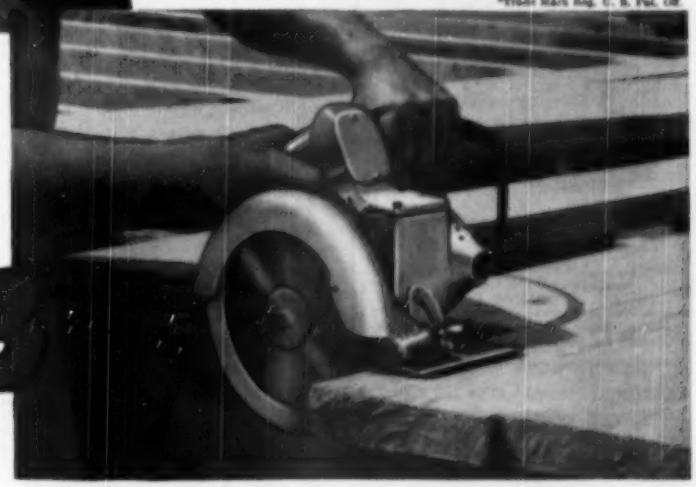
PORTABLE ELECTRIC TOOLS

*Trade Mark Reg. U. S. Pat. Off.

4 **BLACK & DECKER ELECTRIC HAMMERS** *drive a wide variety of tools to drill or channel in brick, stone, concrete; chip, clean and scale metal; gouge, shape and notch timbers; seam and caulk; tamp and vibrate concrete forms; scuff concrete surfaces to remove form marks. Completely self-contained. Universal motors operate from any standard 110 or 220 volt power line or portable generator. Four models, rated by drilling capacity in concrete for ½", ¾", 1¼", 2".*



5 **BLACK & DECKER ELECTRIC QUICK-SAWS** *rip, crosscut, dado, angle groove—in wood, metal, stone, compositions. Quickly adjusted for angle or depth of cut. Easy to change blades and discs. Universal motors operate on any standard 110 or 220 volt power line or portable generator. Three models for cutting to depths of 2⅜", 2⅞", 3½".*

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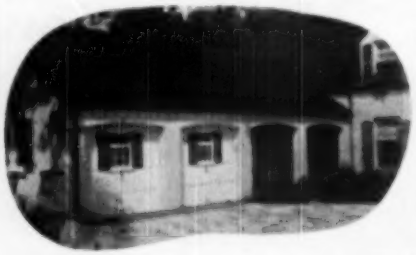
OPEN and Close the GARAGE DOOR by RADIO CONTROL

Here is practical, time-proved equipment that offers convenience and protection comparable in importance to other home utilities. The driver opens or closes the garage door by simply *pushing a button in the car.* Our new Model E Electronic unit operates on frequencies assigned by FCC for this service. Cost is *very moderate.*



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Barber-Colman Company alone offers: (1) Overhead Garage Doors, (2) Electric Door Operators, *and* (3) Radio Control for Garage Doors — together with single-source, skilled installation and service by factory-trained men.

The Barcol OVERdoor — an *improved* overhead garage door — lends itself admirably to an almost limitless variety of decorative treatment. Consider this interesting example, which even includes curtains in the windows! For details and advice, consult your Barcol representative.

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BARCOL **BARBER-COLMAN COMPANY**
104 MILL ST. • ROCKFORD, ILLINOIS

Kitchens and Bathrooms

(*Continued from page 91*)

counter and storage requirements, or by necessary clearance between opposite rows of cabinets. The study recommends that the sum of the distances between refrigerator and sink, sink and range, and range and refrigerator should not exceed 22 feet. An important "yardstick" in measuring the efficiency of the kitchen is the "work triangle" formed by the paths between the three basic appliances. If normal house traffic passes through this triangle, meal preparation and other kitchen tasks are seriously interfered with.

One-Wall Assembly

The research project by the Small Homes Council entailed a detailed study of each of the four common kitchen arrangements, the One-Wall, Corridor, U-shape and L-shape.

Though the straight line or "One-Wall assembly" is the simplest way to combine all work centers into a unit, the study revealed that these kitchens are almost always deficient in storage and counter areas because they are compressed into an extremely small space. Therefore, this type was not recommended for small homes because (1) "if it fulfills storage and counter requirements, it is too large to work in efficiently, and (2) if it is small enough to meet standards of distance, it becomes deficient in storage and counter area."

Corridor Assembly

In the Corridor arrangement, where the one-wall assembly is literally cut into two parts, there is little excess floor area. However, work centers tend to lose normal sequence and traffic crosses the work triangle.

If there is an exterior door where the corridor assembly is used, additional light can be gained by installing a glass panel in the door.

L Assembly

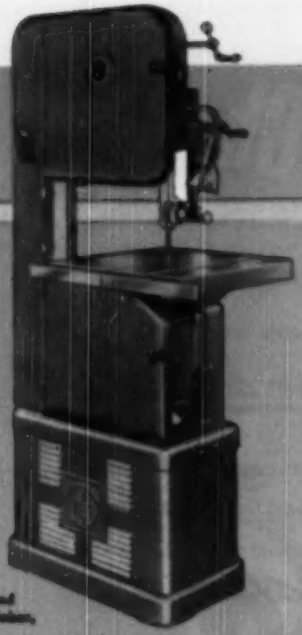
The L-shaped assembly, derived by turning the straight-line arrangement around one corner, provides a relatively large amount of floor space for activities and equipment other than for food preparation. Proportions of unused space in this arrangement vary according to the room width, and if this space is to be advantageously used, obviously the kitchen should not be too narrow.

Advantages of this arrangement are: A larger window area may be used in an L arrangement than in a corridor, and work centers may be easily combined and kept in normal sequence.

(*Continued on page 138*)

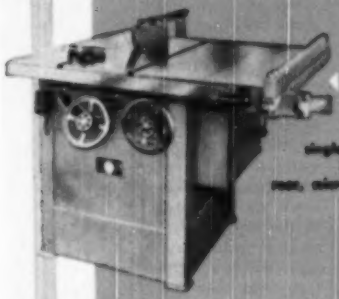
3 ways

Walker-Turner Designing can help you to cut building costs



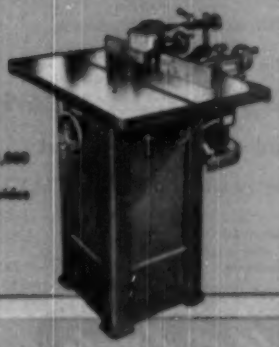
NEW 16" BAND SAW

Speed construction of your buildings with this fast, accurate machine for wood and plastic cutting. Big capacity — 16" blade, 16" x 17" table. 5 blade speeds — more practically any requirement. Easy to operate and completely safe. Saves time and labor, cuts woodworking costs.



NEW 12" TILTING ARBOR SAW

Capacity 4½". Table 48" wide x 29½" deep. 5 h.p. 3 phase motor or 3 h.p. single phase. Dado capacity 1½" wide. Saw speed 3450 r.p.m. New rip fence locks front and rear, micrometer adjustment "T" slots for miter gauge. New improved safety guard and splitter. Provides extra protection.



2 SPEED, VERTICAL SPINDLE SHAPER

Cutter spindles are interchangeable and fully protected by adjustable guards. Two speeds 7000 and 11,000 r.p.m. Spindle 17" long, journaled on two pre-loaded ball-bearings. Guides quickly adjusted or easily removed. For heavy duty operation.

KEARNEY & TRECKER
MILWAUKEE
WALKER-TURNER DIVISION
PLAINFIELD, NEW JERSEY

Builders are more aware today, in a buyer's market, of Walker-Turner designing. For *design* is at the bottom of the high operating efficiency of Walker-Turner woodworking machines. And the more *efficiently* you can build, the lower your building costs.

Actually, this emphasis on design is nothing new with Walker-Turner. New machines (such as those shown) are constantly being added to the line. But the safety, accuracy, ease of handling and economy of Walker-Turner machines are due to the fact that they've *always* been built with the building industry's needs in mind.

For full information about these and other cost-cutting machines in this complete line, see your local Walker-Turner dealer, or mail coupon for catalog.

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H. C. Little Burner Company

SAN RAFAEL, CALIF.

Kitchens and Bathrooms

(Continued from page 134)

U Assembly

In the U-shaped assembly, the sink is usually placed at the bottom part of the U, with the refrigerator and range and their adjoining cabinets forming the two wings. The two wings need not be equal in length, and, in fact, it is better if they are not if the kitchen is to have two or more doors. Where the wings are equal, more area is required in order to provide space for them.

Advantages of the U-shaped kitchen listed by the Small Homes Council are: (1) Work area is kept free of through traffic, (2) a large and continuous window area is possible in all cases, (3) combined work centers in normal sequence are possible, (4) distances between appliances are relatively short, (5) counters provided by base cabinets are continuous around three sides of the room and furnish ample working space, and (6) a generous amount of wall space is available for storage cabinets.

Need For Planning

A second phase of the Small Homes Council study analyzed 103 kitchen plans of typical small homes built since the war to arrive at definite recommendations for increasing efficiency of kitchen layout. Of the (basementless) homes analyzed, the research indicated that approximately 90 per cent of kitchen plans in the small houses did not allow for adequate storage space. Nearly 70 per cent did not provide sufficient counter work surface area, and a majority of the homes revealed faulty architectural planning in the size and shape of the kitchen in relation to the rest of the home.

With home builders definitely getting into the lower rental price sales field, and with a high volume of building assured in 1950 and 1951, practical kitchen planning can gain new stature for the building industry. The average monthly rental of units in multi-family rental projects financed under FHA mortgages has declined from about $87 in 1948 to an average of $82 in 1949. The average mortgage on new one-to-four family structures in 1949 was $7,220, compared with $7,340 in 1948.

At the same time the nation's savings banks are liberalizing credit terms to permit people to buy more time-saving home equipment painlessly.

The open-end mortgage and the package mortgage mean that the addition of a complete kitchen in a new home costs the buyer only a few extra dollars each year.

MENGEL
means QUALITY
in Hollow-Core
FLUSH DOORS
1 Balanced seven-ply construction to provide controlled reaction in changing weather conditions.
2 Hardwood construction throughout — stronger, more durable, free from grain-raising, more easily and economically finished.
3 Exclusive Insulok grid core material has inherent resiliency, cannot cause warping, nor transfer grid pattern to faces.
4 Greater strength. Adequate core stock surface area provides maximum gluing surface and resistance to warpage.
5 Precision key-locked dove-tail joinings of stiles and rails add strength and stability.
6 Ready to finish. Door faces are smoothly belt-sanded. Stiles are machine-planed at factory — prefit to standard book sizes.
7 Fully guaranteed. Each door must meet rigid quality control standards and constant inspection throughout manufacture.
8 Mengel Flush Doors are economical — no mouldings to paint — no corners to collect dirt. Smooth hardwood surfaces are less absorbent and less costly to finish — easier to clean and longer-lived.
Write for complete specifications. Use the coupon.
Also see —
MENGEL STABILIZED SOLID-CORE DOORS
the finest products of their type on the market.
The Mengel Co., Plywood Division
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Gentlemen: Please send me, without obligation, full specifications on ☐ Mengel Hollow-Core Flush Doors; ☐ Mengel Stabilized Solid-Core Doors.
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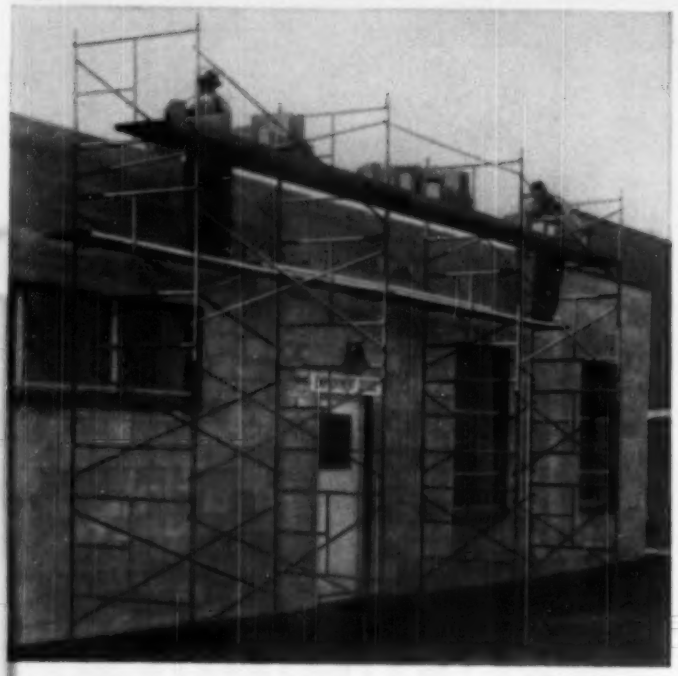

NEW Safway "4 by 4" Steel SCAFFOLDING

ECONOMICAL FOR EVERY CONTRACTOR . . . FOR EVERY LIGHT DUTY JOB!

Now every contractor can afford to use safe, efficient steel scaffolding . . . even on the smallest jobs! The new Safway "4 by 4" Scaffold is priced so low that there is no need to consider antiquated, dangerous wood horses and pole-and-crossbar scaffolding. Here's why you can handle all light duty jobs more profitably with the new Safway "4 by 4" Steel Scaffold——

ADVANTAGES OF SAFWAY "4 by 4" STEEL SCAFFOLDING

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- Permits work platforms at 16-in. intervals, with materials ready at waist level!

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SAFWAY STEEL PRODUCTS INCORPORATED
6231 West State St.
MILWAUKEE 13, WIS.
Manufacturers of Tubular Steel Scaffolding and Equipment

Bathroom Planning

(Continued from page 92)

ly be the lavatory or tub. The water-closet should be in the most secluded part of the room.

Recommended size for the family bathroom, according to the Plumbing and Heating Industries Bureau, is 6 feet by 8 feet. No bathroom should be less than 5 feet wide.

Space between fixtures should not be less than 6 inches.

The bathroom door should be 28 inches wide and swing into the room.

Provide adequate space for storing linens. One method is to have a floor-to-ceiling panel of drawers and shelves at the open end of a recess tub. Various types of cabinets can be used, including counter top cabinets which can serve the added function of providing counter space adjacent to the lavatory. A cabinet lavatory, which makes use of otherwise wasted space under the lavatory, will help solve storage problems in small bathrooms.

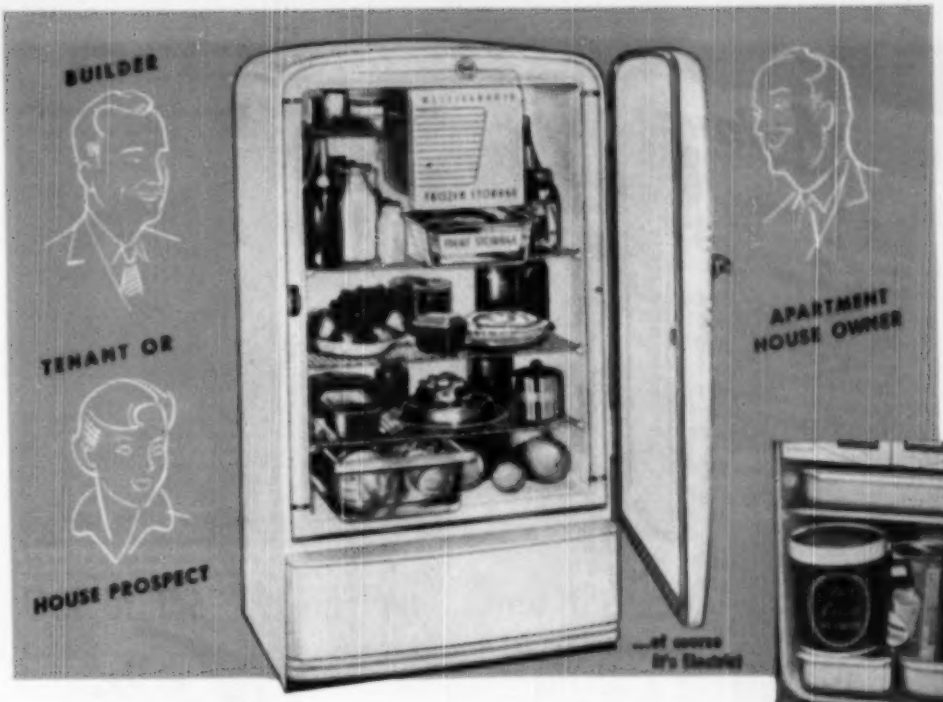
Clay Products Foundation Selects Research Center

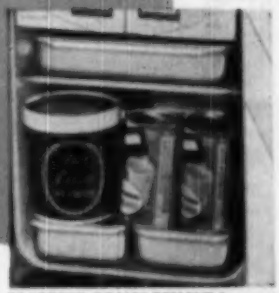
The Armour Research Foundation of the Illinois Institute of Technology, Chicago, Ill., has been selected as the technical research center of the Structural Clay Products Research Foundation, according to a recent announcement by Director of Research Robert B. Taylor. Here the initial phases of the industry's long-range $1,250,000 research program will get underway.

The program will be devoted primarily to end-use research in brick, tile and other structural clay products, Taylor declared. "Lower in-the-wall masonry costs will be the main objective. Studies will be made of the effect of unit size, weight, assembly techniques, etc., to determine combinations that will allow walls to be built most economically," he said.

Taylor will establish an office in Chicago to devote the major portion of his time to personal direction of the research. He plans to continue his personal survey and study of the brick and tile industry and its users, in order to keep research needs evaluated and up-to-date.

Taylor, who was formerly assistant director of research for the Owens-Corning Fiberglas Corp., Newark, Ohio, took over his new post with the Structural Clay Products Research Foundation in January of this year, after the nation's brick and tile manufacturers had subscribed to a five-year research effort.





FREEZING COMPARTMENT freezes and stores 21 lbs. of foods and ice.

STORAGE TRAY is deep. Stores 15 lbs. of meat in proper cold.

HUMIDRAWER holds nearly ¼ bushel of fruits and vegetables.

MAKES A HIT WITH EVERYONE!

Westinghouse COLDER COLD MODEL SA-8

BUILDERS: The Westinghouse name has the kind of acceptance that sparks a house prospect's interest. It tells him that your house must be quality built. Then, too, prospects want large capacity. Here's an 8.05 cu. ft. Refrigerator that requires no more space than former 5 cu. ft. models.

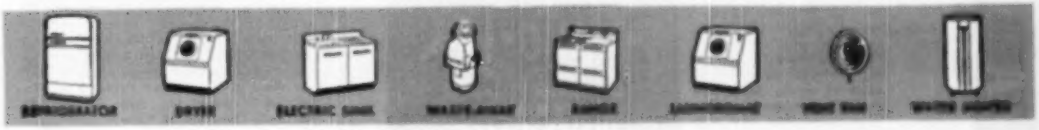
APARTMENT OWNERS: You're looking for rock-bottom maintenance, replacement and operating expense. You get that and the initial cost is right. This SA-8 has *all* the construction and mechanical features that have earned all Westinghouse Refrigerators a reputation for "penny-pinching" year after year.

TENANTS AND BUYERS want large capacity for frozen foods, bottles, general food storage. The SA-8 provides it and COLDER COLD for safe, sure food-keeping.

For full particulars write, or phone your Westinghouse Distributor.

WESTINGHOUSE ELECTRIC CORPORATION
Appliance Division • Mansfield, Ohio

YOU CAN BE SURE..IF IT'S Westinghouse



A REPORT TO THE BUILDERS OF AMERICA

AUTO-LOK WINDOW DIVISION

Ludman CORPORATION MIAMI FLORIDA

After ten years of experimentation and testing, the perfected aluminum awning window, AUTO-LOK, was placed on the market — just a year ago.

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Builders everywhere tell us that

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As a builder you seek products that help sell homes more quickly. Products that are free of installation problems. That result in thoroughly satisfied purchasers and enhance your prestige as a quality builder. These are the very reasons why AUTO-LOK will appeal to you.

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Close more sales with the aid of the tightest closing window ever made!

For complete information, see SWEETS, or write for name of nearby AUTO-LOK distributor. Address Ludman Corporation, Dept AB-7, P. O. Box 4341, Miami, Florida.

Auto-Lok
weatherstripped
ALUMINUM
AWNING WINDOWS

Special New Products

(Continued from page 137)

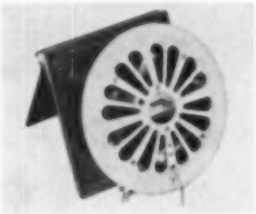
CABINET HARDWARE **AB75045**

Four new items are featured in this line of cabinet hardware: forged brass hardware, a new type concealed hinge, concave knobs, and

a die-cast handle. Bright brass, dull brass, dull bronze, bright chromium and dull chromium are popular finishes used on this group. The assortment is displayed on the company's "150" board. National Lock Company, Rockford, Ill.

HOME VENTILATOR **AB75037**

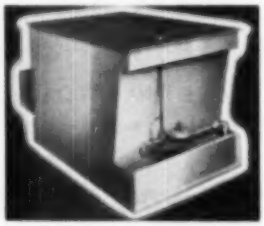
Model SH Aerapel Fan has a certified capacity rating of 400 cubic feet per minute at free delivery with wall box and grille in place. Smart grille is made of moulded white plastic and



offers minimum resistance to air flow. Fabricated steel wall box is rust-proof. Motor starts automatically when weather door is opened; stops when door is closed. Can be used in kitchens, bathrooms, laundries, utility rooms, offices, and rest rooms. American Blower Corporation, Detroit 32, Mich.

FLOOR FURNACE **AB75047**

Over-all depth of the model 365 factory assembled, gas-fired floor furnace is only 25 inches. Lower six inches of the casing are completely waterproof for protection of controls and burners. Available in three sizes of 35, 50 and



65,000 B.T.U. per hour input, this unit employs a "complete gas shut-off" feature. The owner has a choice of manual or fully automatic controls, and either a floor type or dual wall register. Service adjustments are readily made from above the floor. Bryant Heater Div., Affiliated Gas Equipment, Inc., Dept. AB, 17825 St. Clair Ave., Cleveland 10, Ohio.

(Continued on page 142)

Out of the "Frying Pan," Onto the Job

Builders particularly want to know what makes quality on the materials they buy and use hundreds of times every season. For nails, it's the furnace pictured above.

Here, in hot, molten zinc, is the "last stop" for weatherproof nails. The operator submerges his ladle full of nails into the liquid metal—to coat every nail thoroughly, uniformly. Then the nails are cooled, ready to withstand any type weathering condition.

This photo, taken at the W. H. Maze plant in Peru, Ill., shows how "Zinclad" nails attain a heavier coating than usual galvanized nails. No "thin" spots for weather and rain to penetrate.

Builders know it, too. "For a few cents more," they say, "you can be sure of no nail rusting, no discoloration throughout the life of the building. One case where it pays to spend a little more for a lot more."

"You can tell 'em by the box or carton. Just look for the DIPPED IN PURE ZINC."

It's easy to spot a "Zinclad" nail by its heavier, shinier zinc coating.

WEATHER-PROOF NAILS FOR BIGGER SALES!

IF THEY'RE MAZE "ZINCLAD," THEY'RE HOT-DIPPED FOR A HEAVIER COATING, LONGER LIFE

The difference is in WEATHER-PROOF WEAR! Maze "Zinclad" nails are hot-dipped in pure molten zinc for a much heavier coating than usual galvanized nails. You pay just a few cents more for a LOT MORE in nail life, weather-resistance, no discoloration in the years ahead. Every type: Roofing, shingle, spiral, butt, asphalt, siding, common, cribber. See your dealer, or write for samples, literature.

OTHER MAZE MADE NAILS: Lead head, pallet, bronze and stainless steel asbestos face, galvanized roofing, painted asphalt siding, copper, screw, ring shank, and lead head roofing fasteners.

Zinclad

W. H. MAZE COMPANY

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Use Bermico and save money, time, trouble all along the line. For several reasons . . . all good: Bermico's convenient 8-foot length is so much lighter . . . weighs only a third as much as other types . . . it handles easier on truck or job. Simple as ABC to lay, too. No joining compound necessary. A few hammer blows — joints are tight! And stay tight even when the ground settles!

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What's more, Bermico is rootproof and watertight . . . unaffected by atmospheric extremes. And the smooth uniform bore delivers a high capacity water flow.

Each length of Bermico must measure up to a strict and unvarying engineering standard. That explains why millions of feet of Bermico are now serving in house-to-sewer connections, septic tank disposal and drainage systems.

ROOT-PROOF JOINTS

For the *full* story of how Bermico Sewer Pipe can cut costs, boost profits, streamline your effort, write to: Dept. A-17, Brown Company, 500 Fifth Ave., N. Y.

BERMICO®

SEWER PIPE

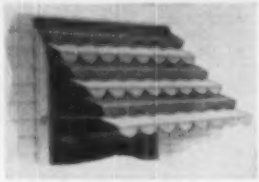
A PRODUCT OF BROWN COMPANY

Special New Products

(*Continued from page 140*)

ALUMINUM AWNINGS **AB75046**

"Coronet" all-aluminum packaged awning is distinguished by scalloped panels placed at an angle that admits maximum light while protecting window from sun, rain or snow. The



Coronet line is available in either solid or combinations of colors of green and white, red and white, or blue and white. Awnings, which permit clear vision from the inside, are made in either five- or six-panel styles in widths from 30 inches to 72 inches to fit most windows. They will not warp, rot, rust or deteriorate. Fawsco Manufacturing Div., Falls Stamping & Welding Co., Dept. AB, Cuyahoga Falls, Ohio.

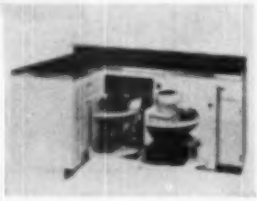
RANGE-REFRIGERATOR **AB75028**

The General dual purpose combination range and refrigerator is available in three models: an electric refrigerator with four gas burners for use with natural, bottled or manufactured

gas; an electric refrigerator with two 850 watt electric burners for 115-volt operation; an electric refrigerator with two 1000 watt and one 2150 watt burners for 220-volt operation. Dimensions are: 27½ inches wide, 39 inches high, 23 inches deep, including handle. General Air Conditioning Corporation, 4542 East Dunham Street, Los Angeles, Calif.

SWING SHELF BASE UNIT **AB75023**

This new base cabinet has swing shelves that

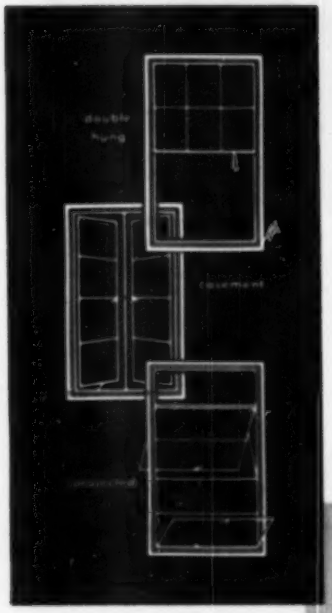


utilize cabinet corner space. The swinging shelves bring pots and pans out into the open; they are easy to see, easy to reach, and easy to clean. The Kitchen Maid Corp., Andrews, Ind.

(*Continued on page 144*)

This seal tells you WHY...

it pays to buy Quality Approved ALUMINUM WINDOWS



Read the quality requirements on that bright red seal.

These are important reasons why it pays to buy *"Quality-Approved"* aluminum windows.

Only manufacturers whose windows meet these rigid standards may use this seal.

They assure you, and your customers, aluminum windows at their very best. They protect you against windows of inferior materials and construction.

When you buy windows bearing the quality seal, *you'll know* you're getting all the advantages you are looking for—strong, sturdy windows, well designed and carefully manufactured. Windows that add a smart "quality look" to your houses, and offer a lifetime of paint-free, trouble-free service to your customers.

Build quality-sure on your next job. You can get all the facts from any Association member, from Sweet's Builders' File (Section 3c/1a) or by writing us, Dept. A.

Aluminum Window Manufacturers Association

74 Trinity Place, New York 6, N. Y.

members: A.S.C. Steel Equipment Co., Inc., Tampa, Florida ★ The Adams & Westlake Company, Elkhart, Ind. ★ The William Bayley Company, Springfield, Ohio ★ Copples Products Corporation, St. Louis, Missouri ★ General Bronze Corporation (and its subsidiary The Aluminum Window Corporation), Garden City, New York ★ Sterling Windows, Inc., New York City, N. Y. ★ Windalume Corporation, West New York, New Jersey

Here is the very *most* in bathroom cabinet beauty and convenience... two sliding plate glass mirror doors which conceal a spacious, double size recessed cabinet.

There's *beauty* in the large handsome expanse of plate glass mirror (39"x22") completely bound by a wide chrome frame ... in the gleaming white baked enamel steel cabinet ... in the fine Hall-Mack workmanship and finish.

And there's real *convenience* in the big divided cabinet with more than *twice* the room of an ordinary cabinet ...in the six fully adjustable glass shelves ...in the smoothly sliding mirror doors which always provide a 20"x22" mirror for use even when one cabinet is opened.

Wherever you want the ultimate in cabinet quality, and the most in beauty and practical convenience—install the new Hall-Mack Mirro-Glide.

And remember ...
Hall-Mack accessories ...

Special New Products

(*Continued from page 142*)

WALL VENTILATOR **AB75035**

These outside wall kitchen ventilators are adaptable to all types of wall construction. Fit wall thicknesses 4½ to 15⅝ inches. Special sleeves fit thicker walls. Models B44-46 have an

eight-inch blade; models 1044-46 have ten-inch blade. An automatic control opens and closes the outside door. Positive weathertight seal is assured. Door is held tight under tension against rubber gasket. All outside parts are rust-proofed. Uses no more current than a 40-watt bulb. Fasco Industries, Rochester 2, N. Y.

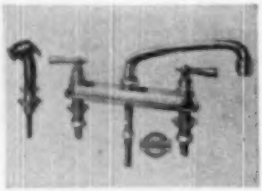
LAVATORY **AB75043**

New lavatories feature flat rims for built-in dressing tables or other cabinet work. Aluminum frames, insuring neat, water-tight installa-

tions, are available for these fixtures. The Arrowhead vitreous china and the Tahoe enameled cast iron models are available with two types of chromium plated mixer fittings and have over-all dimensions of 20 by 18 inches. Kohler Company, Kohler, Wis.

DECK-TYPE SINK FIXTURE **AB75033**

This center-set sink fixture with its lever handles and eight-inch elevated swinging nozzle is made of fine brass heavily plated with chromium finish. Nozzle is fitted with anti-splash "Spring-



flo" aerator which adds oxygen to the water. Furnished with ½-inch tail pieces on eight-inch center. Fits all sinks with thicknesses up to 1⅛ inches. Self-closing thumb-controlled spray permits quick diversion of water from nozzle to spray head for rinsing dishes and other cleaning. Spray head is heat resistant and is molded to fit the hand. Speakman Company, Wilmington 99, Dela.

(*Continued on page 146*)

Four Good Reasons Why I'm Banking on BLUE BRUTES

LARRY DEMAYO
Philadelphia
Contractor

Larry DeMayo, an up-and-coming construction man, is getting his full share of important contracts in and around Philadelphia. He's also a steady customer for Blue Brutes. You'll know why when you read the captions with these action-photos, taken on his drainage sewer job near Large and Rhawn Streets. And remember: these are not *our* claims . . . *these are Mr. DeMayo's own words.*

1. *"The boys all want to run the Worthington spade. It turns out a lot of work without tiring them out."*

2. *"That pump (7M) really throws out the water. I'm going to get another one just like it. It's the best pump I've ever seen."*

3. *"The WB-81 is a great gun. It gives us no trouble at all. It hits hard but doesn't wear out the operator."*

4. *"This Worthington 105' compressor is the best there is. I won't have anything else on my jobs. I use Blue Brutes exclusively."*

As far as we're concerned, that's the Blue Brute story. After all, job-testing is the only sure way to find out just how construction equipment will perform. And when a man who's using that equipment speaks up . . . it's time to listen!

We'd just like to add that Larry DeMayo has plenty of company. All over the country Blue Brute users will tell you that for time-and-money-saving performance, quality materials and workmanship *there's more worth in Worthington* . . . Immediate deliveries from your nearby Worthington-Ransome Distributor. See him for further facts, or write us direct.

Worthington Pump and Machinery Corp.
Construction Equipment Department
Harrison, New Jersey
Distributors in All Principal Cities

WORTHINGTON

BUY BLUE BRUTES

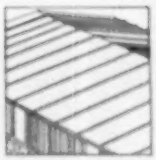
"That house is really weather-tight— it's weathersealed with FOLLANSBEE TERNE METAL"

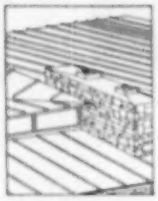
Weathersealing with Follansbee Seamless Terne Metal is positive and long-lasting—somewhat like an insurance policy against rain and high winds. In fact, many homes and other types of buildings have Follansbee Terne Roofs that have given trouble-free service for more than a half-century.

But roofing is only one of the uses for Follansbee Seamless Terne Metal. This durable, time-tried material is particularly well suited for flashings, copings, ridges—for gutters, valleys, spouting.

Every building needs metal for weathersealing regardless of the type of construction. And terne metal is so readily accepted by architects and engineers that you can include Follansbee Seamless Terne Metal in your bids on new construction or repairs.

Be sure to call in your sheet metal contractor whenever you have a roofing or weathersealing problem. He'll tell you all about the advantages of Follansbee Seamless Terne Metal. And, from time to time, we'll have other information you'll want in your files—just write Seamless Terne Dept., Follansbee Steel Corporation and we'll see that it's sent you.





SEE OUR CATALOG IN SWEET'S FILE

FOLLANSBEE STEEL CORPORATION

GENERAL OFFICES, PITTSBURGH 30, PA.

COLD ROLLED STRIP • ELECTRICAL SHEETS • POLISHED BLUE SHEETS • SEAMLESS TERNE ROLL ROOFING

Sales Offices—New York, Philadelphia, Rochester, Cleveland, Detroit, Milwaukee. *Sales Agents*—Chicago, Indianapolis, St. Louis, Kansas City, Nashville, Houston, Los Angeles, San Francisco, Seattle; Toronto and Montreal, Canada. *Plants*—Follansbee, W. Va.

FOLLANSBEE METAL WAREHOUSES

Pittsburgh, Pa. • Rochester, N.Y. • Fairfield, Conn.

Special New Products

(*Continued from page 144*)

REFRIGERATOR-FREEZER **A875031**

This refrigerator provides 12 cubic feet of storage space in a cabinet that occupies little more kitchen floor area than prewar six-foot models. Its two-door design offers three kinds of cold: zero temperatures in the separate

full-width freezer compartment across the top; normal moist-cold temperatures in the mid-section of the lower food compartment; and highly humid temperatures for storage of extra-moist foods in the cold-mist freshener compartment. The 40-quart super-crisper across the bottom provides refrigerated storage space for fresh vegetables, fruits, bottled beverages, and juices. Hash-Kelvinator Corporation, 14250 Plymouth Road, Detroit, Mich.

KITCHEN VENTILATOR **A875036**

Nutone 10-inch pressure type fan is specially built for this ceiling ventilator to provide maximum air delivery. The housing fits standard

2x4-inch construction since it is only 3 9/16 inches deep. Adapted for standard 3½ by 12-inch furnace duct. Gravity anti-back draft shutter is removable from the inside. Outside wall hood is equipped with anti-back draft louvre. Elbow available for vertical outlet installation. Model NCF-10 is shown. Nutone, Incorp., Madison and Red Bank Roads, Cincinnati 27, Ohio.

SINK AND TRAY COMBINATION **A875042**

Square corner sink and tray unit has sliding drainboard that covers one eight-inch sink and

a tray 13½ inches deep. Over-all size is 42 by 25 inches. Corners are cut to fit snugly against cabinet counter tops. Has Mirrord finish fused to cast iron base. Also available with flat rim for deck installations. The Humphreys Manufacturing Company, Mansfield, Ohio.

(*Continued on page 148*)

For Garages, Barns, Industrial Plants

STANLEY

Rolling or Sliding

DOOR HARDWARE

● Garage, barn and industrial plant doors roll smoothly on Stanley Hangers and Stanley Track. The frictionless hangers—with ball bearing swivels and roller bearing wheels—coast quietly and easily under fingertip operation.

Stanley Door Hardware assures permanently carefree doors because of the weather-protected, dirt-shielded track feature. Stanley Track is *straight as a die*. "Hold-Fast" Track Brackets hold the track rigidly in perfect alignment at each suspension point. Any length of track needed can be assembled. Every possible combination of track brackets for double and triple door sets can be furnished.

Three sizes of track, hangers and brackets fill requirements for any door up to 1000 pounds.

For Overhead Carrier Systems

Many industries use the Stanley Track, Brackets and X-2655-2 Hangers. Used with 16 to 14 gauge enclosed track an extremely useful and economical carrier system can be constructed.

THE STANLEY WORKS,
NEW BRITAIN, CONNECTICUT

HARDWARE FOR **STANLEY** CAREFREE DOORS

Reg. U.S. Pat. Off.

HARDWARE • TOOLS • ELECTRIC TOOLS • STEEL STRAPPING • STEEL

Make Sales Easier!

INSTALL Pyrofax GAS

TRADE MARK

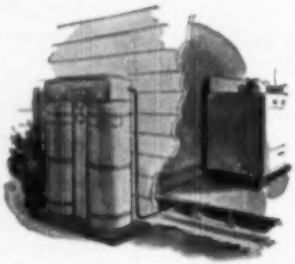
In Homes beyond the Gas Mains

Gas Is Preferred!

Two out of three women prefer to cook with gas—and beyond the gas mains the choice is "PYROFAX" gas. It is clean, quick and economical, not only for cooking but for water heating, refrigeration, and room heating as well. No matter where you build, you can offer home buyers all the advantages of the preferred fuel . . . gas.

Turn "Shoppers" Into Buyers

Give them the fuel they want—install PYROFAX bottled gas service. Installation is quick and easy—low in cost—no expensive tanks to buy—no special wiring—no changes in construction needed. Supply is guaranteed in writing.



Nationally Advertised Appliances

Magic Chef and Caloric ranges, Servel refrigerators, Ruud and Bryant water heaters, and other gas appliances are available for use with PYROFAX Gas—from our distributors in 30 states east of the Rockies.

Pyrofax TRADE MARK

Superior **BOTTLED GAS** *Service*

For full information see SWEET'S CATALOG, or address Dept. **AB.**

PYROFAX GAS DIVISION

Union Carbide and Carbon Corporation

30 East 42nd St. UCC New York 17, N. Y.

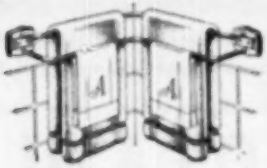
"Pyrofax" is a registered trade-mark of Union Carbide and Carbon Corporation.

Special New Products

(*Continued from page 146*)

CORNER TOWEL BAR **AB75016**

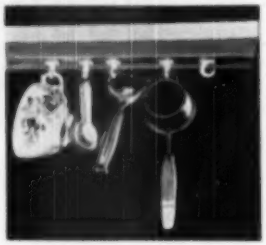
Twin corner towel bar in photo is one of fourteen matched bathroom and kitchen accessories in the Autoyre Fairfield line. Heavy duty bars of rarita have an exclusive fluted



shape. High lustre chrome finish is specially treated for brilliance and wear-resistance qualities. Other items in line include soap dish, toothbrush holder, tissue holder, towel bars, towel shelf, robe hook, towel ring, shelf brackets, and racks. Autoyre Company, Oakville, Conn.

SLIDING HOOKS **AB75023**

A stainless steel track supports six nylon hooks in this device designed to supplement cupboard and other storage space. Hooks that slide smoothly on track may be dyed any color by



boiling in Tintex or similar dye. Easy to install, Trakook is mounted with screws and washers (included in each set) to shelf bottoms, cabinets, sills, moldings, walls, doors, windows, frames, over sinks, work benches, etc. Hooks are self-spacing. Each set includes six hooks, 12-inch stainless steel track, and screws for mounting. Culver Products Company, 332 S. Michigan Ave., Chicago 4, Ill.

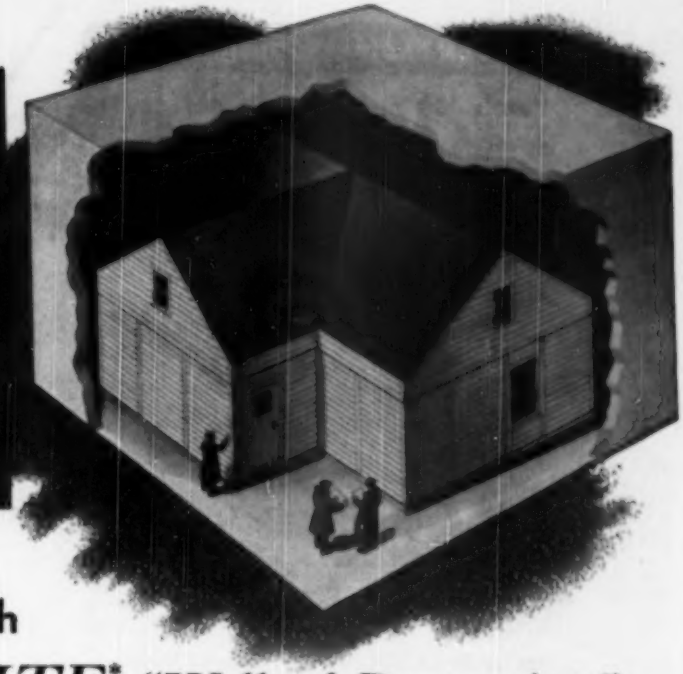
FILTER-FAN BLOWER **AB75034**

Filter-Fan consists of two main units: a washable filter and a centrifugal blower. The all-metal removable filter unit is cleaned by immersing

in hot, soapy water. The air-cooled 1/30 h. p. electric motor drives a centrifugal squirrel cage blower wheel. The whole unit is designed to trap and eliminate home kitchen smoke, greasy vapors, and cooking odors. The filter traps grease and dirt before they enter the fan. Marvin Manufacturing Company, Los Angeles 23, Calif.

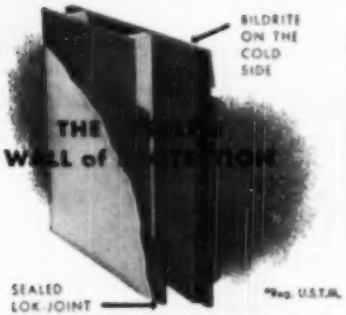
(*Continued on page 150*)

IN A
LABORATORY
"ICEBOX"
BIG ENOUGH
TO HOLD
A HOUSE



tests prove
principle by which

the *INSULITE** "Wall of Protection" controls moisture condensation in walls!



*Reg. U.S.T.M.

To find out by scientific experiment how to prevent moisture condensation (and frost) in walls, a prominent Mid-West University built a giant "ice-box" 30 feet square and 25 feet high, cooled by a 25 ton refrigerating machine.

Inside, they built a full-size four room bungalow of standard construction but with removable wall sections of various materials to document the test. The house was heated to 70° F. with humidities up to 40%. The outside was cooled to −10° F. to duplicate winter conditions.

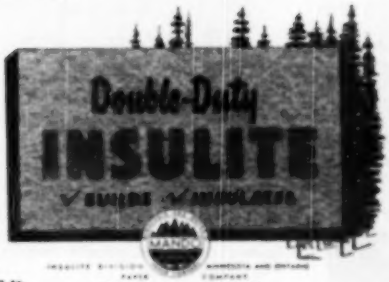
Here's what they found out

To properly control condensation, a wall should be "sealed on the warm side and vented on the cold side." This is *exactly* the principle of construction used for 10 years in the INSULITE Wall of Protection.

INSULITE Sealed Lok-Joint Lath provides the vapor barrier required on the warm side of the wall. Bildrite Sheathing on the cold side of the wall provides permeability that lets vapor "breathe" through towards the outside. The INSULITE Wall of Protection controls moisture condensation and frost in walls. Now is the time to build winter comfort into your homes. Correct construction is important at any season—summer or winter.

AND in addition, you get *extra* bracing strength, *extra* insulating value and *extra* protection because INSULITE is asphalt-treated inside and outside—every fiber protected. Use Double-Duty INSULITE for better wall construction.

See Sweet's File, for Builders—2g/S



7-50

JAEGER Self-Raising Tower

Here's '50 to '60 profit per day!

A Hoist Tower that pays for itself fast—then pays you big dividends. One contractor says his Jaeger Self-Raising Tower saved $59 a day!—the tower, an operator and two wheelers, against 10 to 12 hodders. You take this tower to your jobs on truck or transporter. Two men assemble it on the ground in two hours. Then its 17-hp hoist raises it. Standard height is 37'; with extra sections 47', 57' or 67'. (31½', 41½', 51½' and 61½' lifting heights). Saves scaffold erecting time, saves constant loss and cost of replacing wooden tower materials. Places materials faster, safer. Handles 1-ton loads with complete safety. And, you can use it two ways—

5'6" x 5'9" material cage and ½ cu yd concrete bucket

Either, or both, available. Interchange quickly and easily on the job. Material cage takes two wheelbarrows or largest concrete cart. Concrete bucket discharges automatically at correct level—handles full batch of 11-S mixer.

Write for bulletin HS-9

THE JAEGER MACHINE COMPANY, Columbus 16, Ohio

Pumps • Mixers • Compressors • Paving Equipment

3 CONTRACT "BUGS" ELIMINATED

With Amazing Zonolite* Vermiculite Plaster!

Save time . . . save costs . . . do a better job with this miracle plaster aggregate that's revolutionizing the plaster industry. One job sells another! Trowels easier and evenly. Weighs a fraction of sand plaster . . . yet is 4 times more fire-resistant. Helps you get extra jobs because it's used to fireproof beams, columns, ceilings, and trusses, as well as for regular application. Cuts risk of not making contract fulfilment dates—permits you to handle more jobs per month. Get all the facts today!

*Zonolite is a registered trade mark

LESS MATERIALS HANDLING—Saves up to 87% of handling time. So lightweight you can store and mix inside without overloading floors!

NO ARM-WEARY WORKERS—Weighs 1/10 as much as sand plaster. Men may at top efficiency more hours per shift . . . feel better when work is done!

And Zonolite Plaster is Up to 4 Times More Fire-Resistant

NO FROZEN SANDPILES—Won't freeze at any temperature. Banishes one of winter's biggest slow-down problems!

ZONOLITE BRAND VERMICULITE AGGREGATES

Sold by Lumber and Building Material Dealers

ZONOLITE COMPANY

Write: 135 S. LaSalle St., Chicago 3

Special New Products

(*Continued from page 148*)

GAS RANGE **AB73026**

Model D-71 Toppan gas range is equipped with a top broiler in addition to the second lower broiler located under the oven. The chromalite finished top burners—one giant, two standard, one "Mighty-Mite"—are controlled by four

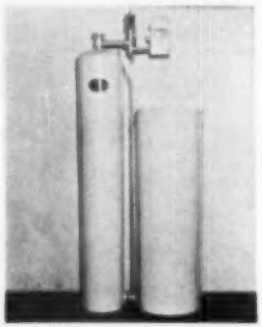
Simmerest valves. A wide flame burner heats the Flex-Speed oven insulated with Fiberglas. Top broiler compartment automatically rolls out and has chrome pan and slotted grid. Lower broiler has porcelain pan and grid. Equipped with light in top roll, Toppan Visiminder and Visiguide. Visiminder indicates when cooking is done; Visiguide lists time and temperature information for cooking. The Toppan Stove Company, Mansfield, Ohio

BATHROOM MAGAZINE RACK AB73018

Bathroom hospitality unit, a recessed service rack, has special sales appeal and holds several magazines, cigarettes and trays, other miscellaneous bathroom items. Cabinet measures 12 x 17¼ x ⅞ inches. House of Hospitality, Dept. AB, 11544 Ventura Blvd., North Hollywood, Calif.

AUTOMATIC SOFTENER **AB73017**

Eversoft electric automatic water softener is regenerated once or oftener a week, depending on requirements by clock operation that initiated regeneration during night — or when water is not being used. Cycle will repeat it-



self for years. Life expectancy of the unit is 25 years. Tanks have a baked plastic lining and baked enamel exteriors of any color desired. Control parts and piping are of copper and brass. Each time the softener is regenerated the zeolite bed is aerated. Southern California Engineering Company, El Segundo, Calif.

(*Continued on page 152*)

Look at the *New Line* in our new line!

This is the Shado-Tex, in Shake Design, available in white tone and cream tone. Shado-Tex Shingle Design, lower right, is made in white tone, cream tone and green tone.

Striking New Shado-Tex Design → adds compelling beauty to Flintkote Insulated Sidings

HOMEOWNERS will be quick to appreciate the bonus of beauty your recommendation of Flintkote's new Shado-Tex Insulated Sidings brings to their homes.

Available in either Shake or Shingle Patterns, Shado-Tex offers the textured beauty of expensive hand-split sidings, heightened by the simulated shadow line that sets off the finished job with a soft, subtle accent.

And every homeowner welcomes the opportunity to do *two* jobs with one material. Point out the fact that Shado-Tex Sidings *insulate* as well as *decorate*, and watch customers nod their understanding approval.

Especially useful for remodeling, Flintkote Insulated Sidings have also met with enthusiastic acceptance for certain types of new construction.

The wide line of patterns and designs offers a type to suit any architectural style, any locality. And the modest price . . . combined with quick, easy installation and exceptional durability . . . gives homeowners a great deal for their building or remodeling dollar.

As soon as you see it, you'll want to use this new Flintkote Product. Visit your local Flintkote Dealer soon, and get complete details. If he doesn't yet have Shado-Tex, write us. We'll rush full details to both of you.

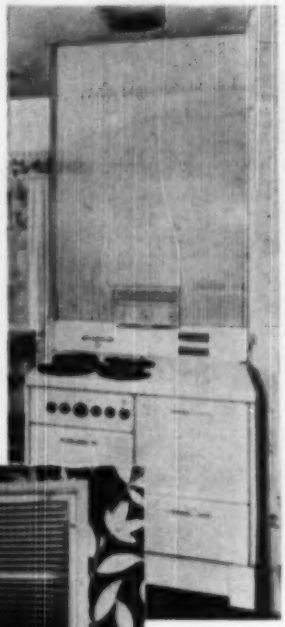
THE FLINTKOTE COMPANY, *Building Materials Division*, 30 Rockefeller Plaza, New York 20, N. Y.

FLINTKOTE

the extra years of service cost no more!

Build-in More Light...

for Quicker Sales

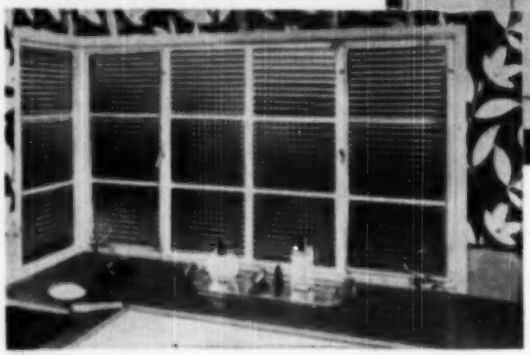


IN KITCHENS

The lighter the kitchen, the more it appeals to your prospects. Panels of Blue Ridge *Patterned Glass* dividing dinette from kitchen transmit light from one to the other, add sparkle to both. At right . . . Flutex glass panel above range. Architect: C. W. W. Mayhew, San Francisco.

IN BATHROOMS

View-obscuring windows transmit light and add distinction . . . when they're Blue Ridge *Patterned Glass*. Its square, linear and allover patterns create smart effects in all rooms where privacy is desired. May be *Satinol**-finished for greater obscurity. Below: Doublex glass in aluminum windows by Tinum of Los Angeles.



You can make all rooms lighter, more appealing . . . with panels, partitions or entire walls of Blue Ridge *Patterned Glass*. Write for your free copy of "New Adventures in Decorating" to see what a variety of effects you can achieve—even on modest budgets—with this versatile glass. It comes in over 20 patterns. May be *Sesuitized* for greater strength. Blue Ridge Sales Division, Libbey-Owens-Ford Glass Company.

*®

Blue Ridge Sales Division
Libbey-Owens-Ford Glass Company
8375 Nicholas Building, Toledo 3, Ohio
Please send me my free copy of "New Adventures in Decorating"
(PLEASE PRINT)

NAME _____

ADDRESS _____

BLUE RIDGE *Patterned* GLASS

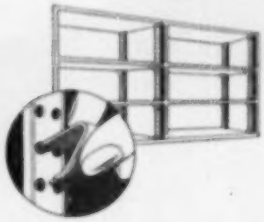
FOR SOFT, DIFFUSED LIGHT • SMART DECORATION • COMPLETE PRIVACY

Special New Products

(*Continued from page 150*)

SHELF SUPPORTS **AB75014**

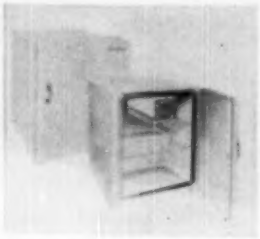
Na-Way adjustable shelf supports are made of rust-proof Alocrome metal and are easily installed by fastening four strips with screws in an upright position for each set of shelves



desired. Shelves are laid on the supports which hold them steadily and securely. These supports come in 24-, 48-, 60- and 72-inch lengths with 20 screws and 16 clips for complete installation. Supports are simply snapped into position desired. Macklanburg-Duncan Company, Oklahoma City 1, Okla.

LO-BOY REFRIGERATOR **AB75024**

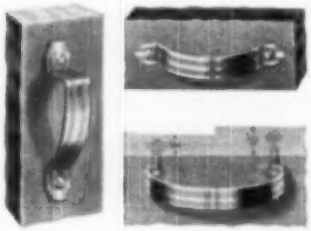
This compact unit of five cubic feet interior space was designed especially to match stand-



and kitchen cabinet work. A new type of motor installation — "radiled power" — reduces vibration and noise to minimum. Mechanism is suspended with sensitive springs and cushioned in rubber. Sanitary Refrigerator Co., Fond du Lac, Wis.

HARDWARE-PULLS **AB75032**

These pulls are made of solid brass and are available in any finish desired. Model numbers



are, at left, 106 door pull; 107 drawer pull at top right, and 108 drawer pull, at bottom, made to accommodate material ranging in thickness from $\frac{1}{2}$ to 1 1/16 inches. National Manufacturing Company, Sterling, Ill.

(*Continued on page 154*)

American KITCHENS

Houses "A" and "B" look alike. But "A" has an American Kitchen and sells many times faster than "B"! Read the proof! In 25 homes, 24 buyers chose American Kitchens over another well-known brand! The only reason this *one* kitchen sold was because it was already installed!

Quality pays off! Many customers can't judge construction; they judge your homes in terms of things they know . . . and they *know* a good kitchen from a cheap one! American Kitchens spell *high quality* . . . in the kitchen as well as the *entire* home!

American Kitchens pay off! They are more *economical* because they give you more return per dollar, sell homes faster than any other brand! If you don't believe that top quality gives you bigger profits *right now*—if you don't believe the experience of the builder at the right affects you—don't buy American Kitchens! There are other brands you can get cheaper!

Actual Proof!

"American Kitchens is what the people want," says Builder Morris M. Eisenberg

Biltbest Construction Corporation
BUILDERS OF LOW COST HOMES
Box 286, Nassau, N.Y.
Phone: Nassau 2292

November 8, 1949

Empire State Distributors, Inc.
Saratoga & Ontario Sts.
Cohoes, New York

Gentlemen:

When we started our latest project, Elmwood Acres, we could not decide whether to use [redacted] or American Kitchens. We decided to let the public decide, so we purchased five sets of [redacted] and several sets of American-Central from you.

Last Sunday, October 30th, we had our open house and we very pleased to say we sold the entire development of twenty-five houses that same day. Each customer was given the choice of the [redacted] or American Kitchen. We have not sold one kitchen with [redacted] except the model house that already had it in.

We do not know what to do with the other four sets of [redacted] but we do know this: American Kitchens is what the people want and if we want to sell our houses we are going to install them from now on.

Very truly yours,

Morris M. Eisenberg

American Central Division, Dept. AS-7
AVCO Manufacturing Corporation
Connersville, Indiana

Please have my distributor send me your new 1950 Builders' File.

I design homes priced from $_____ to $_____

I expect to handle _____ units in 1950.

Name _____

Address _____

City _____ *County* _____ *State* _____

The Mighty Midget

SCOUT CUTTER **ASBESTOS SIDING and SHINGLES**

The SCOUT is a small utility cutter for asbestos siding and shingles, with front and nose punch.

The cutting blade is made from a high grade steel, heat-treated, has sharp serrated teeth machined by a milling cutter. Overall length 15", height 6", width 2¾". Approx. wt. 3#.

The base of the Scout Cutter is high-grade aluminum casting, having the proper amount of weight necessary to perform the best operation by the applicator.

MONARCH CUTTER

NOW, AT LAST
MALLEABLE IRON CASTING

The Monarch Asbestos Siding and Shingle Cutter in malleable iron gives you the 100% guarantee against broken castings. Because of its metallurgical structure, malleable iron is the ideal material for this cutter. The Monarch gives greater toughness, higher resistance to corrosion and will stand up to heavy and repeated impact.

WRITE FOR FREE DESCRIPTIVE FOLDER

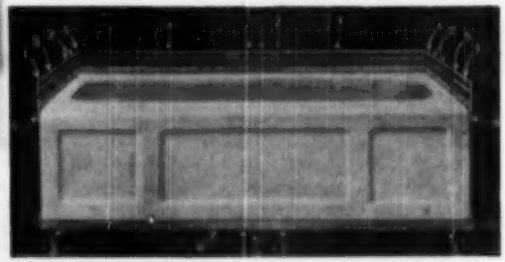
AVAILABLE IN 27" AND 32" SIZES

TRI-STATE BUILDING MATERIALS CO.
P. O. BOX 1476, FORT WORTH, TEXAS

For Trouble-Free Bath Tub Edges **Specify LUCKE**

Leak-Proof Bath-Tub Hangers

No Leaks • No Cracks • No Repair Expenses



Outstanding Features

1 – Bolts to hanger where necessary.
2 – Filler to seal joints against leaks.
3 – Two nails, screws or bolts at every stud.
4 – Filler in groove between tub and Hanger.
5 – Perforations as a base for wall materials.

The Modern Way To Prevent Leaks

There is no excuse for cracks or leaks or repair expense in good building. LUCKE Bathtub Hangers are specified and used by leading architects and builders to overcome this problem. Lucke Hangers build tubs into walls. Tub rests securely in hanger along each wall.

Sold by Leading Plumbing Supply Houses

Manufactured by

W. B. LUCKE, Inc.

Wilmette Illinois

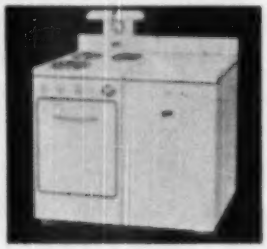
THE LUCKE LEAK-PROOF TUB HANGER

Special New Products

(Continued from page 152)

ELECTRIC RANGE AND WATER HEATER A875027

Wagoner table top automatic water heater and Wagoner electric range are designed to fit side-by-side. The 550 degree F. range oven is large—has 5780 cubic inches of space. Range has



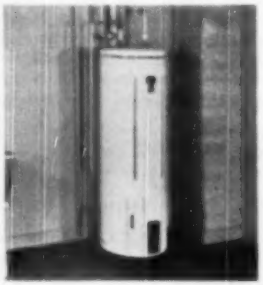
three high-speed, swivel action, surface units. All six sides are insulated with Fiberglas. The water heater, available in three sizes, is made with either porcelain or linoleum top working surface. Front of heater has 110-volt electrical outlet which can be replaced with a visible hot water indicator if desired. Wagonered in heater controls rust in heater and house water pipes. America & Southern Corporation, Nashville, Tenn.

WATER SOFTENER A875020

Permutit Electro-Matic water softener is simply regenerated. The turn of a single switch after pouring a small amount of salt into the conveniently located salt chamber is all the attention needed for regeneration. Valve and timer mechanism automatically controls process, rinses out brine and returns units to normal service. Unit is compact, easily movable. Made in various models for varying capacities. The Permutit Company, 330 West 42nd St., New York 18, N. Y.

AUTOMATIC WATER HEATER A875019

Designed for use with natural, manufactured, mixed, liquefied petroleum, or liquefied petroleum air gases, this heater has a glass-surfaced steel tank. Intense heat fuses glass and steel



in bond that permits bending without cracking. Draft traps slow down velocity of rising hot gases which heat heat-absorbing surfaces at bottom and rear of tank. Cluster burner and heat wall are glass-surfaced also to eliminate rust damage. Made in 20, 30, 45, 60, and 75-gallon capacities. A. O. Smith Corporation, Water Heater Division, Milwaukee 1, Wis.

(Continued on page 234)

Biggest Value

KEEP POSTED—read the American Builder every month. The highly competitive building business demands that you keep abreast of the times. Be informed on the latest techniques of building—keep posted on the new and improved products, materials and equipment—get the benefit of tried and proven methods of selling homes, new ideas on financing and land development.

Special information on small commercial and industrial structures—stores—motels—shopping centers and farm buildings.

In addition you get the latest in home designs—pictures and plans of the best sellers coast to coast.

AND EVERY MONTH a complete blueprint of a selected home drawn to ⅛-inch scale, plans, elevations and details.

Read the monthly review of the National Association of Home Builders—items directly from local Association headquarters. Study the better detail plates and "How-To-Do-It" features contained in every issue.

DON'T MISS A SINGLE COPY. Start your personal file of this valuable building magazine **NOW!**

If you are already a subscriber, renew your subscription to make sure of receiving your issue each month. The coupon below is for your convenience.

PLEASE NOTE—

Kindly check your principal activity

Builders and Contractors:

- ☐ Builders and Contractors specializing in *Residential or Light Commercial or Light Industrial Building.*
- ☐ Contractors specializing in *Heavy Building* Construction.
- ☐ Builders and Contractors engaged in both Residential or Light Commercial or Light Industrial Building and Heavy Building Construction, *not specializing in either.*
- ☐ Contractors specializing in all types of *Heavy* Construction *other than Buildings.*
- ☐ General Contractors engaged in Heavy Construction of both Buildings and other than Buildings, *not specializing in either.*
- ☐ Special Trade Contractors, contracting for only such parts of Building Construction as carpentry, masonry, plumbing, roofing, heating, ventilating, electrical, painting, concreting and excavating.

Distributors:

- ☐ Retail Dealers-lumber, building materials and installed equipment.
- ☐ Wholesalers, Jobbers and Manufacturers' Agents of lumber, building materials and installed equipment.
- ☐ Distributors of Construction equipment.

If none of the foregoing applies, please advise the type of business with which you are affiliated:

Type of Business .....

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AMERICAN BUILDER, 30 CHURCH STREET, NEW YORK 7, N. Y.

☐ **Enter my subscription to American Builder for THREE YEARS (36 issues) at your money-saving rate of $5. My remittance of $5 is enclosed.**

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Please indicate your position in the above named firm:

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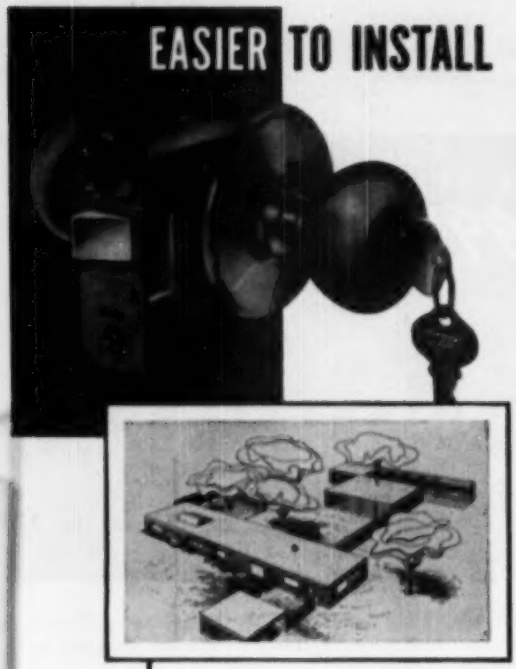
Subscriptions accepted only from those directly connected with the building industry.

(Good only in United States, Possessions and Canada) **AB-7-50**

EASIER TO INSTALL



Architect: *George Nelson, New York City*
Contractor: *Fred Perry & Sons, Long Island*
Locks: *by Sargent*

INTEGRALOCK—the lock of today

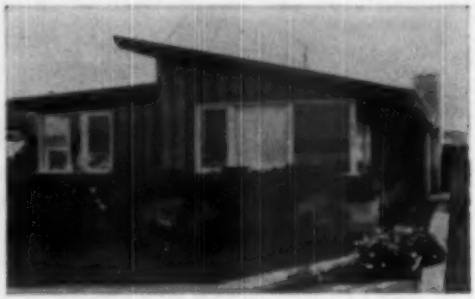
Sargent Integralocks are the perfect complement to modern construction—chosen by ever increasing number of builders because of their ease of installation, their beauty and their moderate cost for a lock of such high quality. Sargent and Company, in designing the now famous Integralock, successfully combined all the advantages of the conventional mortise lock together with those of the heavy duty deluxe unit type lock. The result is the newest and most useful lock available for all types of construction.

Attractive modern exterior design with key in the knob action, precision parts permanently sealed in a compact, tamperproof case, all required functions from one size of lock case, permitting precutting of mortises, the Integralock is the answer to the builder's wish for an efficient, modern lock, quick and easy to install.

Write your nearest
Sargent distributor for data
on the Sargent Integralock

SARGENT

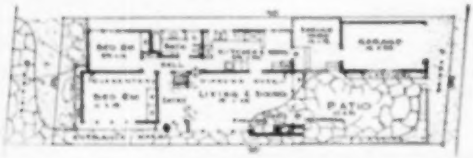
Sargent and Company
45 Water Street
New Haven, Conn.



How to Plan for Full Life On a Small Lot

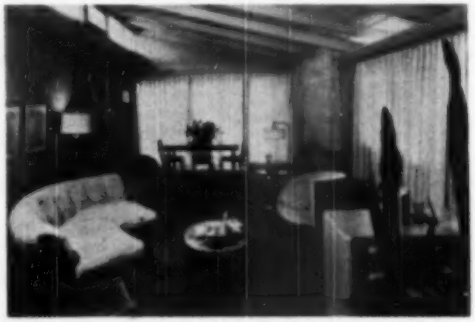
This home exemplifies maximum exploitation of minimum land space, for it contains 1125 square feet of living area although the lot it occupies measures only 30x90 feet, and slopes three feet across its width. Furthermore, the lot area includes a garage, a service yard, and a spacious patio.

The house, located on a narrow street in Manhattan Beach, California, was designed by J. Merrill Gray for James W. Beeth. It is unique both in design and in framing. The living room and kitchen, separated from the trafficked street, face the patio at the rear of the house where they receive the benefit of the southern sun. A shed roof with exposed beams was used over the master bedroom and living room section with clerestory windows running the entire length of the building and illuminating these rooms with the eastern sun.



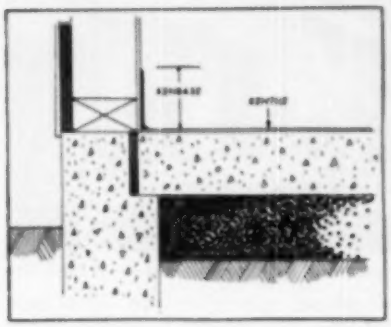
The position of the entry provides access to all rooms without the need to pass through other areas. This entry is formed by a planting box, with bookshelves on the living room side, just inside the entrance. The guest closet is built of combed plywood; it also encloses a linen closet and card table shelves. The dominating Roman brick chimney struc-

(*Continued on page 158*)



GLASS of clerestory is glazed between supporting posts without additional window jambs. This section rests on concrete slab

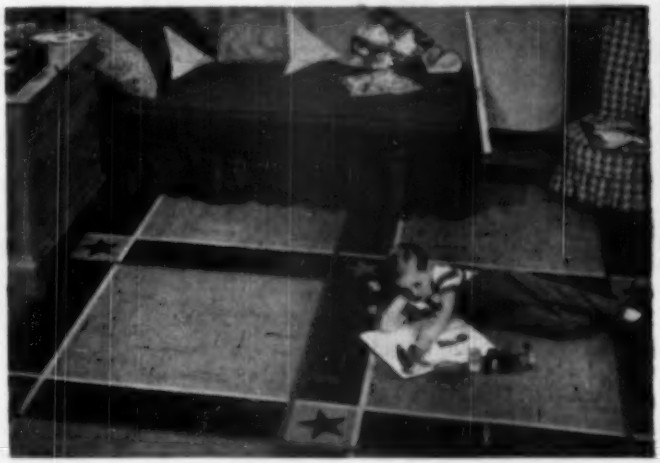
KENTILE GIVES NON-BASEMENT HOMES HANDSOME, LONG-LASTING FLOORS

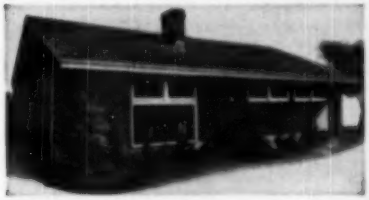


Installs on concrete in direct contact with the earth—All fillers, binders and pigments in Kentile have high resistance to the alkali found in concrete. And Kentile's asbestos filler assures insulation against the cold and moisture in concrete floors. Equally ideal for installation on radiant-heated concrete slabs.

Also: Kentile can be laid over double T & G wood floors—or directly over firm plywood. Saves installation and labor costs because it can be laid tile by tile—eliminating the handling problems in laying flooring from heavy, hard-to-move rolls. Ready for use as soon as it is laid.

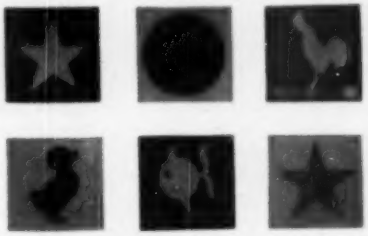
A CHILD'S BEDROOM like this gets hard usage—but that won't faze Kentile. Colors go clear through the tough, scuff-resisting material—can't wear off. Kentile stoutly resists dirt and stains—a few flicks of the mop and it's shining like new. The many desirable features of these attractive resilient floors are being brought to your clients' attention in leading magazines.





ONE OF THE 100 new low-cost homes built by Gordon Bronson in New Brunswick, New Jersey. All floors are Kentile. It's used throughout these homes because it permits installation right over concrete on grade, cutting construction costs.

KENTILE floors give you freedom for design at low cost.



IN ADDITION TO 25 COLORS and a wide variety of feature strips, you can select "Kenserts" and "ThemeTile"—individual decorative touches for adding custom-made distinctiveness at low cost.

KENTILE®

The Asphalt Tile of Enduring Beauty

DAVID E. KENNEDY, INC., 58 Second Ave., Brooklyn 15, N. Y. • 250 Fifth Ave., New York 1, N. Y. • 705 Architects Bldg., 17th and Sansom St., Philadelphia 3, Pa. • 1211 NBC Bldg., Cleveland 14, Ohio • 225 Moore St., S.E., Atlanta 2, Ga. • Kansas City Merchandise Mart, Inc., 2201-5 Grand Ave., Kansas City 8, Mo. • 1440 11th St., Denver 4, Colo. • 4532 South Kolin Ave., Chicago 32, Ill. • 1113 Vine St., Houston 1, Texas • 4501 Santa Fe Ave., Los Angeles 58, Calif. • 95 Market St., Oakland, Calif. • 452 Statler Bldg., Boston 16, Mass.

Sized right! Priced right!

for small homes
for multi-family apartments
for low-cost housing

Yes, this Mueller Climatrol high-boy is a sensation because it's a perfect fit for the jobs you're designing and building today!

- Only 16½" wide, 24" deep, 58½" high in 60,000 Btu size. 80,000 and 100,000 Btu sizes similarly compact. Shipped assembled.
- Priced to fit builders' and buyers' budgets and still deliver top-quality comfort.
- Available in beautiful crinkle-green for modern basements, or gleaming appliance-white for utility rooms.
- Backed by Mueller's 93-year reputation for home-heating leadership.

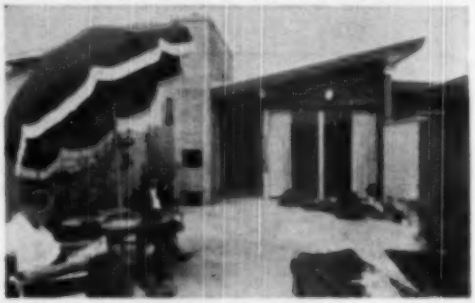
Be sure of the best in comfort on every job — with Mueller Climatrol — and you're sure of customer satisfaction. Write for full details. *L. J. Mueller Furnace Co., 2113 W. Oklahoma Ave., Milwaukee 15, Wis.*

MUELLER
93rd Anniversary
Climatrol
REG. U. S. PAT. OFF.

How to Plan for Full Life

(Continued from page 156)

ture contains the fireplace and a grill inside of the house and an incinerator that faces the patio on the exterior. The flagstone used in the patio extends into the dining area of the house to serve as a hearth for the grill and fireplace



WITH glass door open, patio becomes extension of living area

and integrates the inner areas of the house and the patio.

In the bath, glass blocks are used for daylight illumination. Mirrors on opposite walls of this room create a feeling of space. The ceiling is furred down over the tub to enclose additional household storage space. Auxiliary heat is supplied in the bath by a wall heater built into a drawer space of the vanity.

Two types of floor construction were used; the west half of the structure, on the high side of the lot, rests on a concrete slab so that steps are eliminated at the entrances. The east half is built over a wood floor so that filling was not

DUTCH door leads from kitchen to service yard and garage. Note fuseless load center and valves to control water for automatic washer

necessary. Projecting eaves of the house, boxed and faced with an angled facia board with compound mitres at the corners, conceal a copper gutter.

Instead of conventional studding, 4x4-inch posts, three feet six inches on centers, support the building. Beams, 4x6 inches, also three feet six inches on centers were used for the shed roof joists. Headers and the top plate were mortised into their adjoining members to add rigidity to the building. Glass is fitted between the uprights without jambs or frames wherever possible, especially in the clerestory section. Moldings over the exterior plywood sheathing give a board and batten effect.

Never Before SUCH POWER . . .
Never Before SUCH VALUE . . .
in Chevrolet P•L Advance-Design Trucks

America has learned to expect the most from Chevrolet. And now the line that outsells all others brings truck users still more: More power—to make light of maximum loads. More value—to make sure of minimum costs.

Everywhere—on every kind of job, every kind of road—these new P•L models are proving themselves the greatest of a great line. Yet Chevrolet trucks are notably low in price and in operating and maintenance costs. No wonder that year after year Chevrolet trucks are the Nation's Favorite!

CHEVROLET MOTOR DIVISION, *General Motors Corporation*
DETROIT 2, MICHIGAN

LEADING WITH ALL THESE PLUS FEATURES:

• TWO GREAT VALVE-IN-HEAD ENGINES: the New 105-h.p. Load-Master and the Improved 92-h.p. Thrift-Master—to give you greater power per gallon, lower cost per load • THE NEW POWER-JET CARBURETOR: smoother, quicker acceleration response • DIAPHRAGM SPRING CLUTCH for easy action engagement • SYNCHRO-MESH TRANSMISSIONS for fast, smooth shifting • HYPOID REAR AXLES—5 times more durable than spiral bevel type • DOUBLE-ARTICULATED BRAKES—for complete driver control • WIDE-BASE WHEELS for increased tire mileage • ADVANCE-DESIGN STYLING with the "Cab that Breathes" • BALL-TYPE STEERING for easier handling • UNIT-DESIGN BODIES—precision built.

CHEVROLET
P•L
ADVANCE-DESIGN TRUCKS

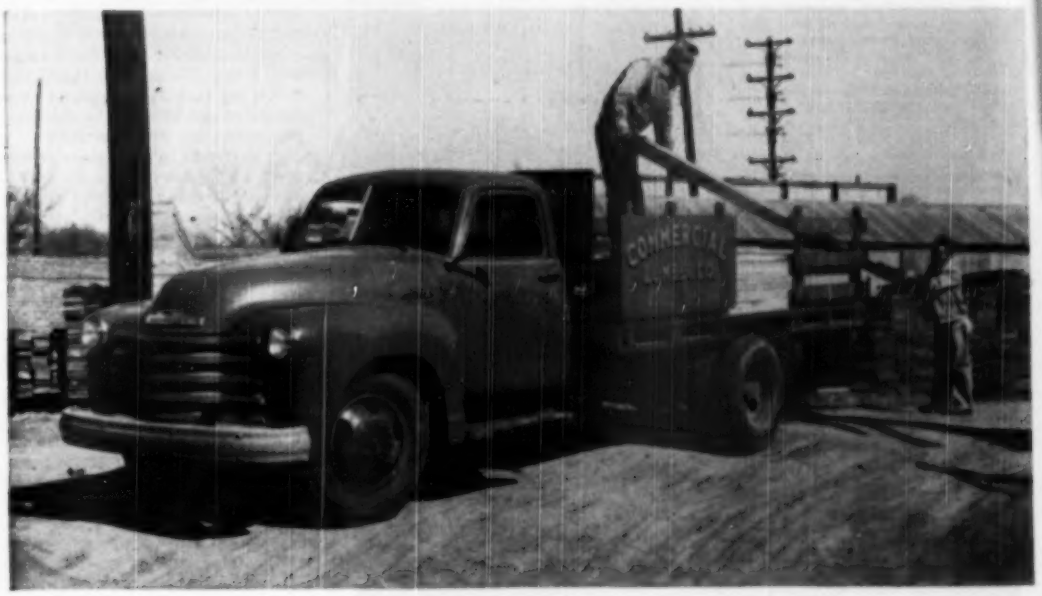
P*opularity L*eaders Chevrolet trucks outsell all others. In every postwar year truck users have bought more Chevrolets than any other make—*proof* of the owner satisfaction they have earned throughout the years.

P*erformance L*eaders The new Chevrolet P•L trucks give you high pulling power over a wide range of usable road speeds—and on the straightaway, high acceleration to cut down total trip time.

P*ayload L*eaders The rugged construction and all-around economy of Chevrolet P•L trucks cut operating and repair costs—let you deliver the goods with real reductions in cost per ton per mile.

P*rice L*eaders The Chevrolet truck line is the very lowest priced line in the field—saves on initial cost. What's more P•L trucks give owners dollar and cents savings in maintenance and operation.

CHEVROLET



Consult your plumber for the latest up-to-date models of...

Fiat Shower Cabinets

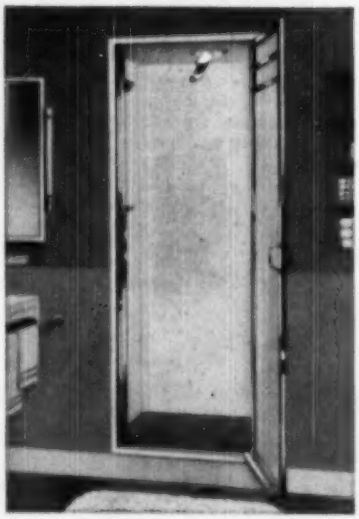
- Save labor, speed installation time
- Lower installed cost
- Beautiful, modern, distinctive
- Eye appeal to home buyers

Unsurpassed for beauty and ultra-smart appearance, the new Fiat Built-in Cadet shower will add sales appeal to any home.

It saves considerably on shower installation cost by eliminating expensive tile work on the job. Builders report savings of $40.00 to $60.00 and more per unit.

Check with your plumbing contractor for details on Fiat Shower models. The Built-in Cadet shower is designed especially for medium and high grade bathrooms.

Use coupon for catalog of complete line of Fiat showers.



New Built-in Model 198
Cadet bathroom shower

FIAT METAL MANUFACTURING CO.
THREE COMPLETE MANUFACTURING PLANTS
(Chicago area plant) Franklin Park, Ill.
Long Island City 1, N. Y. Los Angeles 33, Calif.
In Canada: Fiat showers are made by Porcelain and Metal Products, Ltd., Orillia, Ontario

FIAT

Please send catalog of Fiat Showers, Receptors and Doors.
Also builders bathroom floor sheet.

Name _____
Company _____
Street _____
City _____
Zone _____ State _____

Mail to FIAT METAL MFG. COMPANY • 9301 W. Belmont Ave. • Franklin Park, Ill.

Salute to Gadgets

(*Continued from page 122*)

ing, when our thoughts turned somewhat longingly to the country, we came across further evidence to indicate that the shift from the big to the little, or vice versa, still is taking place. In the 65 columns of "Homes For Sale" advertising in the classified section we read the following:

"Overlooking miles of beautiful River Valley. A charming, modern and recently completely refurbished home. Living room, library, dining room, kitchen, 2 maids rooms, bath, open terrace and screened porches downstairs. 4 bedrooms, 3 baths, sleeping porch on 2nd floor. New oil, forced air heating. Guest cottage, 5 rooms, just completely remodeled. 2 car garage. Grounds, 9 acres, highly improved in house area with tennis court, bowling green, gardens, hundreds of lilacs, grand old shade trees, paved drives. City and school bus at the door. 30 minutes to loop. Early possession."

Some one will buy it, of course, but not for what it cost the owner regardless of whether his desire to get away from it all was brought about by the shortage of competent help, increasing taxes, reduction in the size of the family, changes in his economic status or any of the many other reasons which usually influence the decision to sell such an establishment. The point is that some other family will have a chance to take over until the glamour fades for them and they too decide to pass it along to some one else

Actually there isn't very much difference between such buying impulses and those which prompt a family to purchase a second-hand Buick rather than a new Chevy and it is well that this is the case. It maintains a value for the second-hand car, or the house, that would not otherwise exist.

In the years to come there will be more and more switching about in home-ownership rather than less for the simple reason that there will be so many new gadgets to appeal to those who want the latest in whatever they own. When they move along, the ranks will close behind them and others will strive to satisfy their yen for better living by taking over a home they couldn't afford if they had to buy it at its first price.

Another trend plainly is apparent in the houses that are being erected today . . . a trend which will further tend to accelerate the shift in home-ownership. Built-in features eliminate the need for many items in furniture and furnishings which were not only expensive to buy but difficult to move as was the case at first with kitchen

(*Continued on page 162*)

NOW! . . . Johns-Manville Super-Felt Insulations come in 3 types

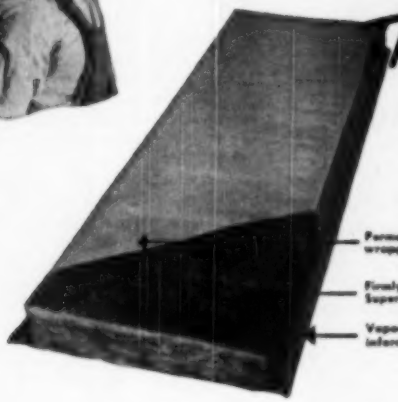
—all made of the famous, firmly felted Johns-Manville Rock Wool

Ful-Thik Batts

More thickness, more rock wool for the money! Here is our *number one* recommendation. Made of the firmly felted *Longfibre* rock wool produced by Johns-Manville's revolutionary new process. Full stud thickness. (Also available Semi-Thik.) Batts are stronger, lighter in weight, have greater uniformity and rigidity throughout. Vapor-barrier with reinforced tacking flanges.

Thick Batt Blankets

In addition to the Johns-Manville Ful-Thik Batt, J-M Super-Felt now comes in Thick Batt Blankets. The firmly felted rock wool is fully enclosed for convenience in handling.



Medium Roll Blankets

For economy jobs, here's the new Medium Roll-Blanket. With this *third* type you now have a complete line of Johns-Manville Rock Wool Insulations to meet every sales need.

• • •

For further information, write Johns-Manville, Box 290, New York 16, N. Y.

J-M Rock Wool Blankets are not available on the Pacific Coast.

And remember, J-M Home Insulation is easier to sell because

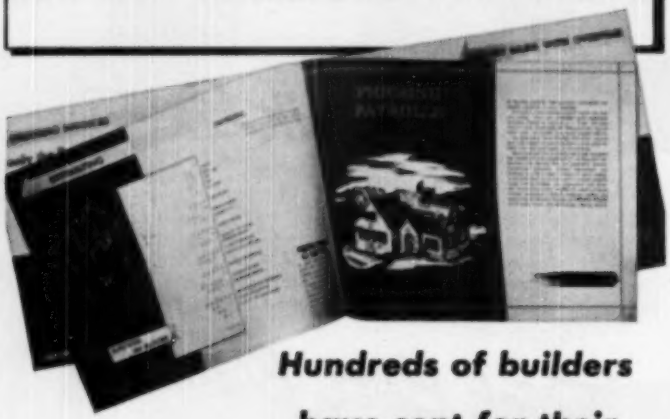
People think of Johns-Manville FIRST*

JOHNS-MANVILLE JM PRODUCTS

*For home insulation, the public preference for Johns-Manville is 40 to 1, according to nationwide public opinion surveys

THE NEW, FREE BOOKLET EVERY HOME BUILDER WILL WANT

-helps you build homes for LESS by saving on figuring costs the Printing Calculator way!



Hundreds of builders have sent for their free copies—GET YOURS NOW!

When you estimate a job, do you laboriously cover sheets of paper with figures—figures that have to be checked . . . rechecked before you can be sure you're right?

Well, sir, all that's a thing of the past, as you'll see from Remington Rand's new publication "Blueprint for Figure-Fact Efficiency." It's a concise, graphic presentation of how to streamline your Estimating, Payroll work, Cost checking and many other phases of your business where minutes spent on obsolete figuring methods are dollars down the drain.

You'll discover how the famous *Printing* Calculator, with its faster 10 key keyboard and its automatic division, direct multiplication . . . lightning-quick addition and subtraction . . . its constant visual check by *Printed Proof on the Tape*—eliminates figure drudgery . . . boosts your paper-work efficiency and cuts costs way down. Send the coupon today for your FREE copy.

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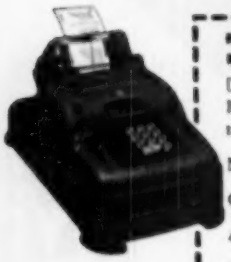
The ONLY calculating machine that PROVES as it FIGURES



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Company_____

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Salute to Gadgets

(*Continued from page 160*)

and laundry equipment. Houses will become more complete as living units. Decorations and even floor coverings will be more permanent. It will take less time, work and money to move from house to house as these labor-saving elements and permanent furnishings become a part of the structure.

All of which provides a flexibility of ownership which did not exist when the building of a house was undertaken but once in the lifetime of less than half of the families of America. Many a prospect has hesitated to buy a home in the past because it could not be expanded or contracted to suit the needs of a growing family and its eventual scattering. With this deterrent factor removed, more families will be willing to buy a home and increase their equities, however small, through their monthly installments. They will be able to do a far better job of raising a family in their "own" home and have a better outlook on life than usually is the case in apartments. Then when the children finally are gone, Pa and Ma can dispose of their equity and move into an apartment planned especially to meet their needs.

Home ownership seems to resolve itself into the question of whether a home can pay for itself and earn its keep down through the years when it will be serving the needs of the several families who will "own" it. The fact that an element of ownership is involved, even though the equity at times may be thin, greatly improves its chances for successful liquidation. The rented house of the past usually did not receive the care it deserved from owner or tenant. The home that is "owned" by those who live in it will no doubt get better attention since its eventual resale value will mean much more to the occupants.

The ease with which homes can be bought and sold in the future seems to raise havoc with the oft-repeated conclusion that "it takes a heap of living to make a house a home." If we are to have annual models and new gadgets that cause families to sell a comparatively new house almost before they have had time to get settled, some of the sentimental attributes of home-ownership will no doubt disappear. But in view of the fact that we now live in a mechanical age, what else can be expected? The rocking chair and the geranium pots in the huge old-fashioned kitchen will have to give way to push-button gadgets. We may decry the passing of sentiment but only until the electrical current fails. As soon as it comes on again we will rise and salute the gadgets!

All this crowd to *see a house?*

Yes, because it's one of those modern, new homes that attract people faster than sugar draws flies. And one of the big reasons is its Bryant automatic gas heating that's going to make it sell or rent *faster*, and for *more money!*

It's no secret to Mr. and Mrs. America that the Bryant nameplate means quality. In fact, you'll hear many a story of how the Bryant that Uncle Jim bought back in the early 1900's still is doing a fine job.

Today, Bryant offers the most reliable, most diversified gas heating equipment ever presented to help make your *homes* the kind of *homes* America wants.

There's a Bryant representative near you. Call him or mail the coupon. Let him aid with your heating problems . . . and tell Officer Clancy to stand by to handle the crowds when you open your Bryant-heated homes!

Let the pup be furnace man ...and water boy, too!

bryant

AUTOMATIC HEATING

The most complete line of gas heating equipment in the nation

Bryant Heater, Dept. 254,
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( ) Send me the new booklet that tells the Bryant story. ( ) Have your distributor call on me.

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Company _____

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That Added Touch
WITH SALES APPEAL
RITTENHOUSE
DOOR CHIMES

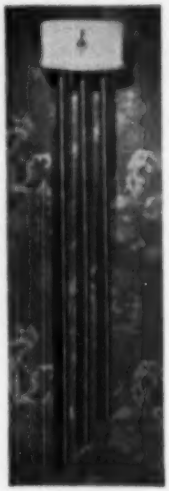
Home-buyers today are looking for extras. They want extra value, extra convenience, extra comfort.

That's why the smart styling, beautiful designs, and clear, melodious, golden tones of Rittenhouse Door Chimes will give your homes added sales appeal. Truly, there is no fixture you can buy at such low cost that adds as much glamor to a home!

So for that added touch with real sales appeal, specify and install Rittenhouse Door Chimes. You can't buy more value for your money.

THE LYRIC III
Model 318

A superior quality 2-note chime. Some heavy, oversized tubes as used on our most expensive models. Sounds two rich, cathedral tones for front door, one for rear door. The third tube is silent, for extra rich appearance. Ivory plastic housing with solid brass clef ornament. Operates on standard 10-volt bell transformer. Size 8¾" x 46". List price, $13.50.



UTILITY MODEL
Model 225

A budget-priced chime. Sounds two notes for the front door, one for rear. White and silver, or ivory and gold finishes. Operates on 10-volt bell transformer. Sizes 7" x 4". List price $3.95.

Other models from $2.95 to $94.50

Get the facts about the full line of Rittenhouse Door Chimes. Call your electrical wholesaler or write to us for complete information.

THE RITTENHOUSE CO., INC.
7 Owen St., Honeoye Falls, N. Y.

Design Heating Systems on the Architect's Drawing Board

By Randall A. Nelson

National Warm Air Heating and Air Conditioning Association

When Edgar Guest wrote that ". . . it takes a heap o' living in a house to make it home" he unknowingly proposed a slogan for members of the architectural and building profession. The modern home might easily be described as a package of mechanical devices for comfortable living. Stone, mortar, wood, nails, glass and the innumerable other building materials of today may be used to build a house but it is generally the mechanical contrivances and arrangements incorporated within that house for the purpose of providing comfort and convenience which really make it a home.

COOPERATIVE planning between architect and heating contractor while house is on drawing board leads to integrated heating system

Included among these comfort and convenience items are the plumbing system and its component parts, the electrical system and its various devices, the heating system and its several functioning elements, and miscellaneous items such as incinerators, attic fans, water softening equipment, automatic garage doors.

Although the architect must be acquainted with all of the various mechanical comfort items manufactured for use in the home, it is asking too much to expect that he be an expert in the design and installation of each one. His major function is that of translating the needs and desires of his client and the client's family into a house design which will provide all the required facilities possible within the limitations of the client's budget.

As is important in the design of any package, the house must be attractive, utilitarian, and, above all, correctly planned to provide adequate room for the contents . . . in this case, the various comfort units. In far too many cases this latter provision has been disregarded and it has been left to the individual subcontracting mechanic to get his equipment into the house as best he can after it has been framed, semi-finished or finished. The results have often been makeshift and, at best, certainly not exemplary of good, clean design.

The architect will certainly find it to his advantage to call on the "know how" of specialists in installation techniques during the period in which he is designing the house. Particularly is this true with regard to the heating system. The ideal heating system is one which is made an integral part of the house. Its major contribution to the house is the creation of an indoor atmosphere of comfort for the occupants. It should perform this function continuously, efficiently and unobtrusively so that the occupants of the home may enjoy its benefits yet never be overly conscious of its existence.

Cognizant of this paradoxical specification, the heating industry has striven successfully to develop heating equipment automatic in operation, dependable in service and space-saving in design. Yet, in all too many cases, the architect has evidently not been sufficiently informed by the industry of its efforts to help him achieve his desired objective because the heating plant is not integrated in his design.

BEDROOM register location shown above should have been on wall at right where narrow space between openings precludes location of furniture. Location on large wall at left, dictated by framing, can cause housewife annoyance when planning bedroom furniture arrangement

If the heating engineer or contractor is called in by the architect upon the completion of the first rough lay-

(*Continued on page 166*)

PLAN NOW TO TAKE ADVANTAGE OF THE

Fourth Annual Chicagoland Home and Home Furnishings Festival

SEPTEMBER 17-OCTOBER 8

HERE is the industry-wide event which last year attracted more than 1,200,000 home-minded visitors to the 78 demonstration homes. Sponsored by the Home and Home Furnishings Council of Chicagoland in cooperation with the Chicago Tribune, the 1950 Festival for the fourth consecutive year will provide the ideal setting for your sales messages.

Festival homes demonstrating the latest designs and equipment are being rushed to completion for the event. When finished, many of them will be completely furnished and decorated to exhibit 1950's newest furniture, appliances, building materials and equipment, and other products of interest to home planners.

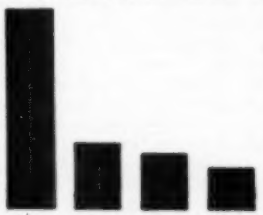
Again the Chicago Tribune will lead off the Festival with a supplement on Sunday, September 17, announcing the event to more than 1,000,000 Sunday Tribune families in Chicago and suburbs and inviting their attendance to the displays.

Three previous, highly successful Festivals have paved the way for the greater sales volume to be developed during this outstanding promotion. Here is the nation's most intensively pre-sold market for home merchandise. As the chart shows, the Tribune is Chicago's Number One sales producer for home merchandise.

PLAN NOW TO CASH IN!

Forms for the Festival supplement will close on Friday, September 8. Consult with your advertising counsel today, or ask a Tribune representative to bring you complete information about using Chicago's foremost home and home furnishings medium to build sales. Phone SUperior 7-0100—or address your nearest Tribune representative.

LEADING BY NEARLY $4,000,000!



Retail and general advertisers of home furnishings, housing equipment, building materials, electrical appliances, musical instruments, and radio and television in 1949 placed in the Chicago Tribune $6,126,028, or 54.2% of their total promotion funds in Chicago newspapers. This was $3,943,030 more—180.6% more—than they placed in any other Chicago newspaper—and far more than they placed in all other Chicago newspapers combined.

BACKED BY YOUR INDUSTRY!

The Chicagoland Home and Home Furnishings Festival is sponsored by the following 16 trade organizations representing more than 11,000 manufacturers, builders and retailers in every branch of the industry, in cooperation with the Chicago Tribune.

The American Furniture Mart

Chicago Floor Covering Association

Chicago Furniture Manufacturers Association

Chicago Metropolitan Home Builders Association

Chicago Retail Furniture Association

Chicago Retail Merchants Association

Electric Association

Furniture Fabric Men's Association

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National Association of Music Merchants

National Retail Furniture Association

Peoples Gas Light and Coke Company

State Street Council

CHICAGO TRIBUNE

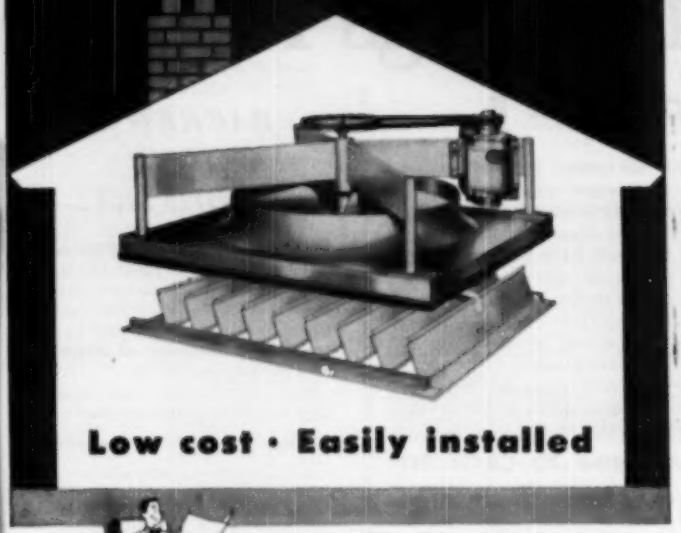
THE WORLD'S GREATEST NEWSPAPER

Average net paid total circulation during the official six months period ended September 30, 1949—Daily, 944,133; Sunday, 1,535,493

Chicago Tribune representatives: A. W. Dreier, 1333 Tribune Tower, Chicago 11; E. P. Struhacker, 220 E. 42nd St., New York City 17; W. E. Bates, Penobscot Bldg., Detroit 26; Fitzpatrick & Chamberlin, 155 Montgomery St., San Francisco 4; also, 1127 Wilshire Blvd., Los Angeles 17.

MEMBER: FIRST 3 MARKETS GROUP, AND METROPOLITAN SUNDAY NEWSPAPERS, INC.

NEW HUNTER PACKAGE ATTIC FANS



Low cost • Easily installed

COOL COMFORT

For Hot Summer Months

The new Hunter Package Attic Fan is a complete home-cooling system—low in initial cost; economical to operate; designed for fast, inexpensive installation. No other small investment gives home-owners so much comfort and pleasure.

Easy to Install: Delivered on the job as a compact unit, complete with ceiling shutter and modern metal trim, the Package Fan is quickly installed in rough ceiling opening. No suction-box to build; no accessories needed. Requires only 18" attic clearance, fits any standard hallway.

Performance Guaranteed: Quiet, trouble-free operation is assured by Hunter's 64 years' experience in manufacturing fans exclusively. Available in capacities from 4750 to 9500 CFM, with air delivery ratings certified. Fan guaranteed 5 years; motor and shutter, 1 year.

Hunter

PACKAGE ATTIC FANS

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381 S. Front Street, Memphis, Tenn.

Send copy of "How to Cool for Comfort" to:

Name .....

Address .....

City ..... State .....

Design Heating Systems

(*Continued from page 164*)

outs of the proposed design they can analyze the several design objectives together. With a full understanding of these objectives the heating man can begin the layout of the heating system with an eye toward creating a satisfactory indoor comfort environment. At the same time the architect can be confident that his design will not be unintentionally marred by a contractor who is unacquainted with his plans.

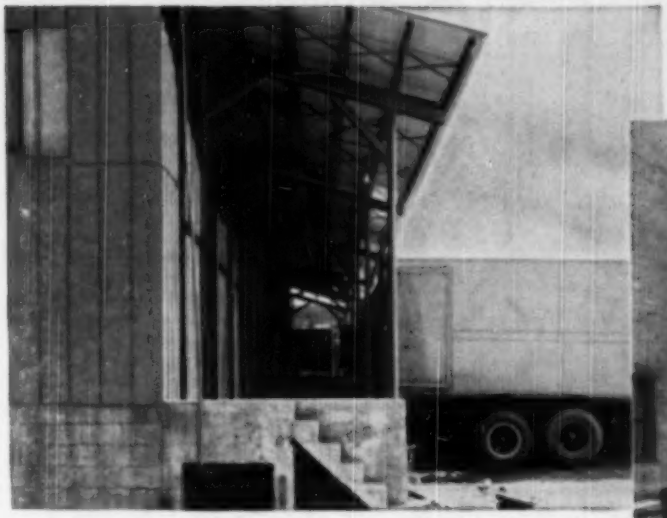
The practical architect recognizes that one cannot sacrifice all in the interest of art either. For instance, as a result of location, area and directional exposure, some rooms of a house layout will be harder to heat than others. If the heating contractor is given the opportunity to compute carefully the respective heat

FAILURE to plan stud and joist framing to provide proper duct paths often creates sheet metal fabricating problems which add to cost. In case shown above, elbow-angle combination outlined by dotted line required special shop layout and fabrication, cost of which could have been avoided if stack could have been run through space left of present location

losses of each room in the design while they are still in the drawing board stage, he can often make suggestions which will prove meritorious in correcting individual room heating problems. At least, warm air registers and return air grilles can be more strategically located for efficient room heating as well as for better utilization of space.

This also pertains to such structural details as interior wall construction and joist placement. An oft-repeated complaint of the warm air heating man, particularly with regard to two story homes, is a lack of sufficient wall space through which to run stacks or rises (vertical ducts). Another repeatedly encountered problem is the layout of second floor joists that make placement of transition ducts to various upstairs rooms practically impossible. Sometimes the shifting of a lone stud or joist will facilitate air duct installation. The

(*Continued on page 168*)



LOADING DOCK (LEFT) AND CAR PORT (BELOW) UTILIZING STRAN-STEEL NAILABLE FRAMING.

WHY IT PAYS TO STOCK-PILE

STRAN-STEEL FRAMING

4 REASONS

In any industrial operation there are times when additional buildings and plant alterations of a temporary or permanent nature are required. At such times a stock pile of Stran-Steel framing members pays off handsomely.

MULTI-PURPOSE. Stran-Steel framing can be used on any enclosed building or shelter-type structure such as garage, shed, warehouse, lean-to or canopy . . . also for permanent and movable incombustible partitions.

NAILABLE. All joists, studs, rafters and purlins have patented nailing groove, permitting the application of collateral material, inside and outside, with ordinary tools and nails.

RE-USEABLE. Framing members are of light, tough, high-quality steel . . . they are incombustible and virtually indestructible . . . can be used over and over. In storage they will not shrink or lose their usefulness.

FAST ERECTION. No special skill is required . . . ordinary workmen using carpenters' tools can erect Stran-Steel framing swiftly, accurately and economically. The "in place" cost is usually less.

The Ideal Framing

Stran-Steel framing is flexible for modern design, and its use results in buildings of great rigidity. The nailable feature provides speed of erection for application of all types of wall and ceiling finishes. In stock-pile storage there is no deterioration, no shrinkage, no loss.

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STRAN STEEL FRAMING

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New

in the market and over the range

KitchenKanopy

a Better and Better looking ventilator to help you MAKE QUICK HOME SALES

● Beautiful streamline design

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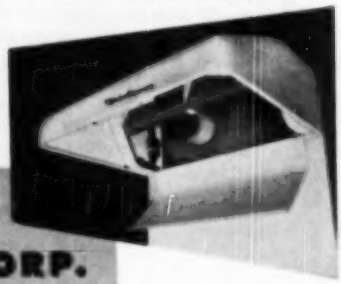
EASIER TO INSTALL

DOUBLE FILTER: exclusive feature—Easily removed for cleaning—quickly, effectively removes cooking odors, heat, and greasy vapors.

● Filters lift right out

GRACEFUL DESIGN: for eye appeal! Economical in price, operation, and installation! Kitchen Kanopy offers SALES PLUSES for the home builder.

for dealer information write, wire or call



COMFORT PRODUCTS CORP.

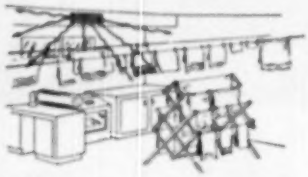
2720 Lamar • Dallas • Ph. Sunset 8-8511

Design Heating Systems

(*Continued from page 166*)

keen-eyed heating contractor will spot these problems in the blueprint and when modified structural details have been worked out the general contractor can frame the building accordingly.

Other structural details about which the heating man can offer constructive suggestions are the most efficient and convenient location of the heater room, coal bin or oil tank, as well as provision for simplified ash removal (where a coal furnace will be used). After having had the opportunity of figuring the heat loss of the proposed house which will auto-



AN EXTRA large register or damper in the side of warm air trunk running through laundry room facilitates housewife's clothes drying

matically dictate the furnace size, the heating man can also advise the architect about the correct size of chimney to provide the best flue venting results.

Provision of heating outlets for the recreation room or hobby shop as well as roughed-in ducts for future rooms (if the client has specified that he will eventually add more rooms) can be accomplished with the aid of the heating man on hand when the house is in the blueprint stage. Provision for the future addition of summer air conditioning equipment can also be made in the original de-

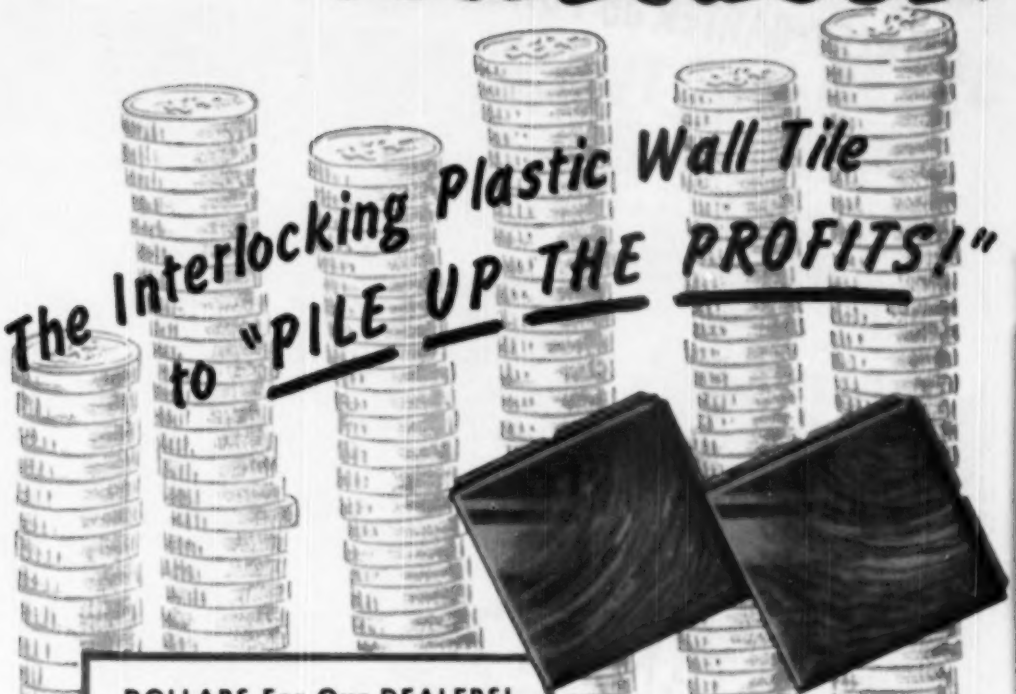
WARM air from register opening under kitchen sink heats space for drying tea towels, dish cloths

sign if the client has specified that he will eventually want year round air conditioning.

When included in the original layout, these items can generally be added to the system at little or no extra addition to the cost of the installation. So can those extra little

(*Continued on page 210*)

PITTSBURGH **INTERLOCK**



The Interlocking Plastic Wall Tile to "PILE UP THE PROFITS!"

DOLLARS For Our DEALERS!

The award to Pittsburgh INTERLOCK of the Good Housekeeping Guaranty Seal and increased consumer response to our *national advertising* has swamped dealers with more orders than they've ever had for the plastic wall tile that "locks on walls" for a lifetime!

25% faster installation means lower cost per INTERLOCK job! No grouting! No clean-up! Beautiful jobs mean satisfied customers! MORE PROFITS for you!

Mail this coupon *today* for full "profitable" details!

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JONES & BROWN, Inc.
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Hundreds of Beautiful MONEY MAKING Color Combinations!

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BATHROOMS
Modern, luxurious beauty at so little cost!!

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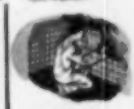
Cheerful and bright! And so easy to keep clean!



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Dealer ☐ Jobber ☐ Contractor ☐

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Address _____

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A good man is 5 times as good when you give him a STANLEY-CARTER J5 POWER PLANE

The combination of 1 h.p., 18,000 r.p.m. motor and the spiral cutter fits doors, sash, screens, storm sash, transoms, etc., up to 5 times faster than by hand. Smooth, waveless surface even against the grain. Won't splinter out. Bevel cuts up to 45° and any size cut from paper thin to ⅛" . . . any width up to 2½". Attachment for sharpening cutter. Bench bracket converts the J5 to high-speed jointer. Rugged, lightweight aluminum alloy body. Three wire cable at rear, out of way. Double pole, momentary contact, safety trigger switch with lock. Metal carrying case for Plane, attachments and accessories.

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This trade mark on electric tools tells you the most important thing you want to know about tools

When you buy an electric tool you have to take somebody's word about gears, motor, bearings, shaft, switches, power, etc. Whose word about tools could be more reliable than the word of "Stanley"—tool makers for over 100 years. On an electric tool the name Stanley means the tool is quality built, thoroughly tested and honestly rated. Covered by a generous guarantee and serviced by a network of Stanley Service Stations. See your dealer or write for complete catalog. Stanley Electric Tools, 492 Myrtle Street, New Britain, Connecticut.

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Stanley W7 Safety Saw Heavy duty for fast cutting. Duplex handle and independent trigger switches for easy handling in all positions. Saw teeth covered at all times. Simple adjustment for depth of cut (0 to 2½") and bevel cuts up to 17½° at 45°.

Stanley-Carter Hinge Butt Router (HB 8) ½ h.p., 18,000 r.p.m. motor does the work 6 times faster than by hand. Perfectly flat surface for butts. Easily adjusted for hinge thickness. Assures perfectly hung doors with just the right clearance.

Association News, cont'd

Coogan . . .

(*Continued from page 67*)

3. *HOUSING STANDARDS:* These should come from builders instead of from planning boards and other groups. By working with colleges, authoritative facts instead of theory can be established as to what kind of houses should be built in various areas.

4. *CLOSER GOVERNMENT COOPERATION:* Foster closer cooperation with government so industry's experience will be sought when Federal regulations are written.

5. *LOCAL MORTGAGE COOPERATION:* Good relationships between the industry and the mortgage business nationally should be followed up locally through joint understanding and activity with financing institutions.

6. *LOCAL COOPERATION WITH ARCHITECTS:* National work between the NAHB and the AIA should be followed up locally to improve house design.

7. *COOPERATION IN CIVIC AFFAIRS:* NAHB local associations should set up civic committees to work with municipal boards and officials on building matters.

8. *ACTIVE FHA AND VA COMMITTEES:* More work with FHA and VA local offices is required so they may have more practical knowledge of building problems.

9. *IMPROVED DESIGN:* This should be encouraged through local NAHB associations.

10. *FIELD TESTS FOR MATERIALS:* Manufacturers should be induced to field test materials and products before releasing them.

11. *HOME BUILDING SEMINARS:* Encourage colleges and universities to establish "refresher courses" and seminars in modern building techniques for builders and their crews.

12. *BUILDER RESPONSIBILITIES:* This should be determined so that the public would have a

(*Continued on page 172*)

Another TYLAC *Achievement*

THE NEW

CONTOUR BEVEL Score Line

on the

NEW Miracle Walls by TYLAC

for
GREATEST EYE APPEAL
•
GREATEST BUY APPEAL
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LIFETIME PERMANENCE
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EASIEST CLEANABILITY

NOW!
THE ULTIMATE IN BEAUTY PERMANENCE ECONOMY

TODAY'S GREATEST SALES MAKER — the NEW TYLAC

Three years of research by TYLAC engineers has perfected a principle that is destined to become one of the most important developments in the progress of the pre-fabricated wall board industry. With the introduction of the New Contour Bevel Score Line Miracle Walls by TYLAC are today without a peer in the entire field. The former U shape score lines now have soft, rounded edges that afford even longer life to TYLAC'S Hi-baked Plastic Enamel surface — yet full bendability is retained. These rich, natural appearing score lines enhance TYLAC'S lasting beauty because Contour Bevel lines are soft, straight and sm-o-o-o-th. They do not accumulate dust, dirt or grease — cleaning is easier and quicker.

With this important "Sales Builder" feature the new Miracle Walls by TYLAC afford far greater Sales and greater Profits for Jobbers and Dealers everywhere.

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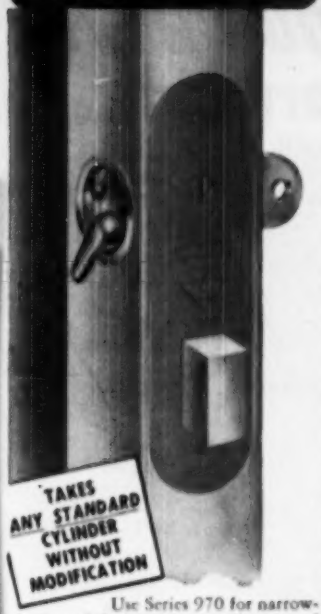
TYLAC COMPANY MONTICELLO, ILLINOIS

PIONEERS IN THE PREFABRICATED WALL PANEL INDUSTRY

THIS ADAMS-RITE DEADLOCK HAS A 7/8" BACKSET!



Use Series 970 for narrowest extruded aluminum, steel or wood stiles. Depth is only 1-1/2". Will take 1 or 2 standard cylinders which can be keyed to job, or Adams-Rite Thumb Turn (as shown) for emergency one-side operation. Locks and turns are reversible. Fifteen other standard backsets to 1-3/4". Series 980 is identical except for 3/4" diameter, 5-pin tumbler cylinder and 15/16" backset. Rugged steel and brass construction, armored bolt with 5/8" throw. Bronze or aluminum face and strike. Radius, flat and bevelled face interchangeable. Write for complete data.

HORIZONTAL LOCKS FOR DOORS WITHOUT STILES Takes the place of 2 locks. Has single or double bolts and 1 or 2 cylinders. Can be installed in any tempered glass door, top or bottom channel. Four sizes.

50TH ANNIVERSARY 1900—1950

ADAMS RITE MANUFACTURING CO

W. P. "BILL" Atkinson, NAHB first vice president is assisted in donning Indian garb by Dale Belkamah, left, president of the Albuquerque Home Builders Association and Paul Batsell, Albuquerque city commissioner, at meeting held by New Mexico group at which Atkinson, who was guest speaker, was dubbed "Chief Build 'Em Many Houses"

Coogan . . .

(*Continued from page 170*)

better understanding when homes are bought.

13. *IMPROVED LABOR RELATIONS:* Labor must be shown that private enterprise is the best system.

14. *CODE OF ETHICS:* The NAHB code is to be brought up to date and publicized, with every member of the association observing spirit and letter.

15. *HELP FOR NAHB LOCALS:* Aid is to be given local associations to help them improve service to members.

Vigorous action to achieve these objectives, Coogan believes, will vastly improve the status of home builders, and enable them to do a better job than before.

GILSON One-Bag Mixer

pays back faster *and longer*

NO other one-bag mixer on the market goes your way to speed up work like the time-proved Gilson 6S. This is true because the advanced design of the simple hydraulic mechanism eliminates troublesome clutches and cables, sets up new standards of efficient operation. Many other improvements, including an automatic skip shaker and siphon-type water tank help make this precision mixer pay out best for you. That's why contractors from coast to coast use Gilson mixers—39 models from which to choose. Write for the 6S bulletin and the name of your Gilson distributor.

GILSON BROTHERS CO. Fredonia Wisconsin

Manufacturers of Contractors' Equipment Since 1911

GEORGE DAUB, *Architect*

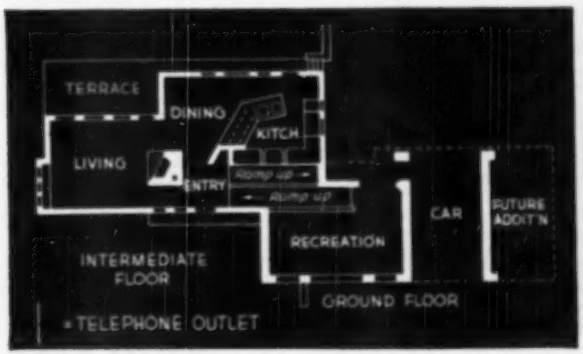
A "HIDDEN FEATURE" OF MODERN HOMES—TELEPHONE RACEWAYS

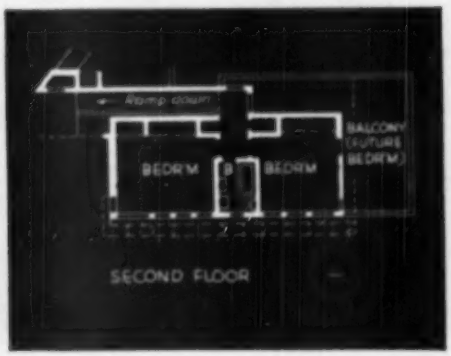
Most modern homes owe their beauty to clean simplicity of design—inside and out. Such beauty is always enhanced when telephone wires are concealed within the walls.

Telephone conduit, built in during construction, makes concealed wiring easy. And it promises that more telephones may be added later with the same regard for handsome walls and woodwork. One or two lengths of pipe or tubing placed in the walls are usually enough for the average house—and the cost is low.

Your Bell Telephone Company will be glad to help you plan telephone wiring facilities for any type of home. Why not call your Telephone Business Office for free telephone planning service?

BELL TELEPHONE SYSTEM





Faster for any cut!
AMERICAN 8½" SAW

It's a honey—this easy-handling new American Portable Electric Saw! Balanced for one-hand operation. Cuts fast in any position . . . for wood, stone, tile, sheet metal, compositions. Big power G.E. motor develops 2½ H.P. Big capacity blade will cut a 2½" plank at 45°, or 3" straight cut. Blade speed 5500 R.P.M. Wide base calibrated for ripping. Holds accurate depth of cut and angle adjustment. Write for details and FREE demonstration.

★ **SEE COUPON BELOW**

MANY USES
from roughing to final finish on
WOOD • METAL MARBLE • STONE COMPOSITION BOARD

This American Portable Belt Sander will *save time* and *eliminate tedious hand sanding and planing* for you on many jobs! Use this easy-handling Belt Sander in your shop—and on location—for touch up sanding, roughing or final finish . . . Two models—with and without dust collector bag. Speedy . . . rugged . . . efficient . . . dependable. Send for descriptive literature and prices.

SEND COUPON

The American Floor Surfacing Machine Co.
511 So. St. Clair St., Toledo 3, Ohio

Send latest catalog and price on:
☐ American Portable Electric Saw
☐ American Sanderplane Belt Sander

Without obligation, arrange
FREE Demonstration on:
☐ American Portable Electric Saw
☐ American Sanderplane Belt Sander

Name _____

Street _____

City _____ State _____

TEXAS DEALER OFFICERS

GROUP of officers of Lumbermen's Association of Texas at group's 64th annual convention in Galveston April 23-25: (top row, from left) Gene Ebersole, executive vice president; H. L. Stokely, director; Jack Dionne, honorary secretary; W. B. Oldham, director; Lyn Boyd, director; W. B. Carnesow, third vice president; (lower row) Vernor McCall, treasurer; Warren F. Keys, second vice president; W. B. Henderson, retiring president; John R. Armstrong, new president; and W. B. Milstead, first vice president. More than 3,500 persons attended meeting at which Capt. Eddie Rickenbacker was guest of honor. Other speakers included Harrison Wood, news analyst; H. R. Northup, NRLDA executive vice president; Countess Maria Pulaski and George Brosch, "Step up Sales Plan" creator

Texas Lumbermen

(*Continued from page 67*)

Members, State Economy Commission: Chesley M. Grogan, Atlanta; John A. Couch, Haskell; Gene Ebersole, Houston.

James Rockwell, Houston, Board of Regents, University of Texas; Edward R. Leyendecker, Laredo, county treasurer; J. Lee Johnson, Jr., "Man of the Year" at Fort Worth; Dick Hughes, national director, NAHB; E. Olshan, Houston, Optimist Club president; and Charles T. Prunty, Woodsboro, district governor of the Lions Club.

Southern California

All of the 1949 officers of the Southern California Retail Lumber Association were re-elected at the group's 33rd annual convention in the Los Angeles Ambassador Hotel April 13-15. They include President Thomas J. Fox, Santa Monica, and Vice Presidents C. Gilmore Ward, Santa Ana, and Gerald V. Curran, Pomona.

One of the highlights of the meeting was the presentation of certificates to students who completed retail lumber courses sponsored by the association in cooperation with the University of Southern California. The ceremony was preceded by a talk by Dr. Claude W. Fawcett, co-ordinator of industry training at the University.

Other prominent convention speakers were Dr. Roscoe Pound, dean emeritus of the Harvard Law School; Frank C. Russell, president of the F. C. Russell Co., Cleveland; Joseph Schwartz, pension consultant, Los Angeles; W. C. Bell, managing director, Western Retail Lumbermen's Association; and Russell Bjorn, public relations consultant.

Northern California

J. H. Kirk of Kirk Lumber and Building Materials, Santa Maria, was elected president of the Lumber Merchants Association of Northern California at the Association's 10th annual convention at the Ahwahnee Hotel, Yosemite National Park April 24-25. Other 1950 officers are Russ Stevens, Healdsburg, vice president; I. E. Horton, treasurer, South San Francisco; and Jack F. Pomeroy, executive vice president, San Francisco. Attendance at the convention was about 350. There were no exhibits of products.

Speakers included Rep. Richard Nixon of California, candidate for U. S. Senate; C. B. Sweet, NRLDA president; Prof. William A. Spurr, Graduate School of Business, Stanford University; Robert Williams, Allied Building Credits; Arthur Hood, editor, American Lumberman magazine; and Robert Vance, general sales manager, National Plan Service, Inc.

Arkansas

The 46th convention of the Arkansas Association of Lumber Dealers was described by delegates as one of the most successful. 323 persons registered for the annual meeting, and 98 manufacturing and distributing firms took part in the program.

Resolutions adopted by the convention condemned the high rate of gov-

(*Continued on page 176*)

These Grade Marks are Guides to Quality and Uniformity of FDI Inspected

Douglas Fir doors

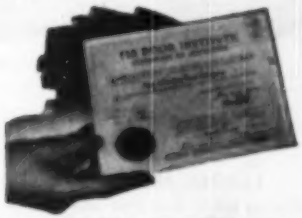
EVERY Douglas fir door that carries an FDI grade mark comes from a mill inspected regularly by the Fir Door Institute.

Doors that carry the FDI seal meet the official standards of the U. S. Department of Commerce as to quality and manufacture.

The Inspection Service of the Fir Door Institute is completely independent of mill supervision. This means it is especially valuable to manufacturer, distributor, retailer, architect and builder.

Doors stamped with FDI grade marks are your assurance an *independent inspection service* has found them to be up to grade, and, in many instances, even better!

Insist on doors, then, which carry this FDI "Quality Guide!"



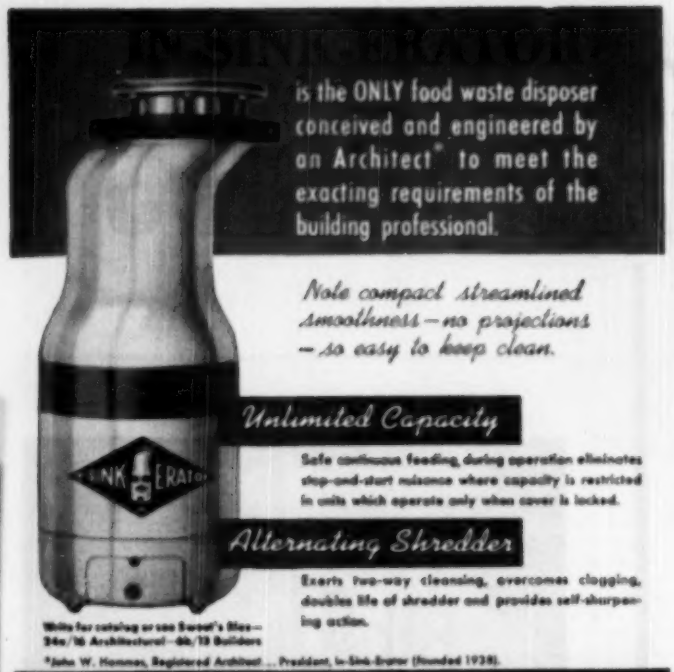
Mills subject to regular Fir Door Institute inspection are always glad to provide Notarized Certificates to buyers, upon request, showing that doors shipped have been found to be up to U. S. Department of Commerce Standards for the grade purchased.

Fir Door Institute

Tacoma 2, Washington

fdi

Remember—More than 6 out of every 10 doors in today's homes are Douglas fir doors!



LADDER JACKS

- ONE MAN Ladder Jacks (left) adjust to any pitch on either side of the ladder.
- Weight distributed on three rungs.
- New, rail-type jack (right) uses side rails of ladder for extra safety.

SCAFFOLD BRACKETS

- Erected and dismantled faster than you can build a make-shift wooden scaffold.
- 3 and 3½ ft. lengths—rail carbon steel.
- Nail, studding and bolt-attached types.
- Attachments to convert any one type to any other type.

Write for Catalog M: complete information on all "Trouble Saver" Scaffolding Accessories.

MANUFACTURERS OF "TROUBLE SAVERS" SINCE 1912

The Steel Scaffolding Co., Inc.

856 Humboldt Street, Dept. AB, Brooklyn 22, New York • Telephone: EVergreen 3-5510

Association News, con'd

(*Continued from page 174*)

ernment spending and urged repeal of Federal public housing legislation.

New officers elected were George Packard, Fort Smith, president; E. E. Bonsteel, Harrison; Arthur Holt, Marked Tree, and Byron Howlett, Monticello, vice presidents. A. C. Davidson, Little Rock, was re-elected treasurer. E. DeMatt Henderson, Little Rock, is secretary.

Among the convention speakers were Ralph W. Carney, the Coleman Co., Wichita, Kans.; Joseph King, NRLDA Washington counsel; Neill Bohlinger, Little Rock attorney; Edmund Harding, "the Tarheel humorist"; and Prof. John Kane, University of Arkansas School of Business. Special guests included Charles Kemper and Allan Flint, president and secretary of the Southwestern Lumbermen's Association; and W. T. Nethery of the Southeast Missouri Lumbermen's Association.

Mississippi

"Should the Administration's FEPC program be put into effect, it would place the United States next to Soviet Russia in regimentation," Rep. William M. Colmer of Mississippi told delegates to the 24th annual convention of the Mississippi Retail Lumber Dealers Association at Biloxi April 12-13. Speaking on "Congressional Highlights," Rep. Colmer warned of a "danger facing America today from within" and added that "Democracy is on trial for its life. We cannot afford to be complacent."

EARL M. JONES

Other well-known convention speakers included C. B. Sweet, NRLDA president; Gates Ferguson, Celotex Corp.; Ray Andrew Hill, National Paint, Varnish and Lacquer Association; and Nathan Howard Gist of New York City. Attendance was approximately 400 and there were 45 exhibits.

Earl M. Jones of Jackson was elected president for the 1950-51

(*Continued on page 178*)

Attractive residence in Caldwood, Texas, roofed with K&M "Century" No. 5 Asbestos-Cement Shingles. Contractor: Morrough's Home Building Service Company, Beaumont, Texas.

Three reasons why it pays to specify

K&M "CENTURY" ASBESTOS-CEMENT SHINGLES

When customers ask, "Which roof is best?", you're on firm ground when you recommend "Century" Asbestos-Cement Shingles. Consider these facts:

1 *Smart, modern appearance pleases every home owner!* K&M Asbestos Shingles are attractively textured, with built-in colors. The variety of colors—White, Black, Spanish Red, Surf Green, and Graytone—means you can be sure of satisfying every owner's taste!

2 *Amazing durability makes a better roofing job!* K&M Asbestos Shingles resist fire, weather, rot, rust, and termites—the roof will last the lifetime of the house!

3 *Owners appreciate the three-way economies!* The moderate initial cost of K&M Shingles starts the savings. Then, they are specially designed for quick, easy application—save on both time and labor. And finally, K&M Asbestos-Cement Shingles don't ever need painting to provide perfect, lasting protection!

• • •

With outstanding advantages like these, you can see how easy it is to build your business—increase your profits—with K&M "Century" Asbestos-Cement Shingles. Ask your K&M Dealer for complete details, or write us direct.

About the K&M Shingles on the above residence . . .

K&M "Century" Asbestos No. 5 Shingles. American method appearance; random width, thatched butt construction. Each unit covers over 1 sq. ft. of exposed area. Application cost is low—only 90 shingles per square; 2 nails per shingle; self-aligning. Suitable for reroofing—in the application shown, K&M Shingles were applied directly over old wood shingles. No. 5 Shingles give complete weather protection on roof pitches as low as 4" rise per foot.

KEASBEY & MATTISON

COMPANY • AMBLER • PENNSYLVANIA

Original manufacturers of Asbestos-Cement Shingles in this country.

FREE! PLASTIC WALL TILE INSTALLATION MANUAL

16 page booklet shows how to install plastic wall tile—includes designing and planning, wall preparation, cutting tile, proper clean-up and maintenance. This new book also explains the unusual features of WILSON LOCKBACK PLASTIC WALL TILE, and how it differs from ordinary plastic tile. Write for your free copy.

Wilson
LOCKBACK PLASTIC WALL TILE

EXCLUSIVE "UNDERCUTS" provide a MECHANICAL LOCK between tile and mastic! EXCLUSIVE REINFORCING RIBS prevent tile from "dishing" . . . drying mastic cannot pull surface of tile concave!

OVER 20 beautiful Softglow colors to achieve every decorative effect! Straight edges; sharp, square corners; exact uniform dimensions for ease and economy of installation.

WRITE TODAY for your FREE Installation Manual!

WILSON PLASTICS, INC. 1531 MILAN RD. SANDUSKY, OHIO

Here's the amazing Calcinator disposal unit . . . AT NEW LOW COST!

CALCINATOR
Gets rid of ALL GARBAGE —ALL BURNABLE TRASH!

- ★ NO SEWER PROBLEMS!
- ★ TAKES ALL BONES AND STRINGY VEGETABLES!
- ★ INSTALLED ANYWHERE ON MANUFACTURED, MIXED OR L. P. GAS, OR ELECTRICITY!
- ★ COMPLETELY AUTOMATIC!

Don't build grief into your homes with a disposal unit that won't do a complete job, may cause sewer or septic tank trouble. Assure lasting satisfaction with Calcinator —the only completely automatic unit that disposes of *all* garbage completely! More space in kitchen, basement or utility room, too—Calcinator disposes of all burnable trash, too!

SEND FOR COMPLETE INFORMATION, SPECIFICATIONS, NEW LOW PRICE, AT NO OBLIGATION—

CALCINATOR DIVISION VALLEY WELDING & BOILER CO. DEPT. 67 • BAY CITY, MICH.

Association News, cont'd

New Secretary-Treasurer Named by Indiana Dealers

The board of directors of the Indiana Lumber and Builders Supply Association has announced the appointment of Carl W. Nagle, Indianapolis, as secretary-treasurer. Nagle was recently associated with the Travelers Insurance Co. as a field representative and is a former assistant manager of the Indianapolis Merchants Association.

CARL W. NAGLE

Nagle attended Butler University and served in the recent war as an Army Air Forces officer. A member of the Indianapolis Junior Chamber of Commerce, he received that organization's Milestone Award for outstanding service in 1948.

(*Continued from page 176*)

term; R. C. Stockett, Jackson, was named first vice president; and W. P. Kelly, Winona, second vice president. Other officers are R. B. Vaughn, Biloxi, national dealer director; F. H. Cannon, Clarksdale, alternate national director; and E. B. (Ted) Lemmons, Jackson, executive secretary-treasurer.

Arizona

Attendance at the annual convention of the Aritzona Retail Lumber and Builders Supply Association was the largest in the group's history. Official member registration for the meeting, held April 20-22 at the Maricopa Inn, Mesa, was approximately 150, with 22 exhibitors.

Elected to the presidency for 1950-51 was James C. O'Malley of Phoenix. Other new officers are W. C. Ketchersid, Prescott; H. C. Schweikart, Douglas; and Knox Corbett, Tucson, vice presidents; and Leslie Childers, treasurer. Gus R. Michaels is the executive secretary-manager.

Convention speakers included C. B. Sweet and H. R. Northup, NRLDA president and executive vice president; Virgil G. Peterson, assistant manager, Red Cedar Shingle Bureau; and J. E. Holbrook, western manager, the Paraffine Companies, Inc.

Now television helps you sell Armstrong's Building Materials

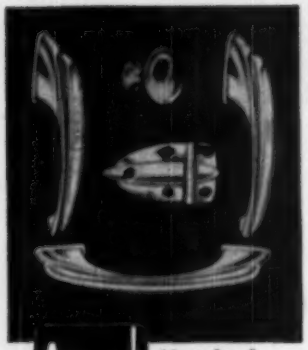
Now, for the first time, the powerful new force of television is being used to help you sell building materials.

A new program, "Armstrong's Circle Theatre," went on the air June 6, over NBC—television's largest network. Every Tuesday night, the television camera lets millions of viewers stroll through the lobby of Circle Theatre, where they see and hear about Armstrong's Temlok®, Armstrong's Monowall®, and Armstrong's Cushiontone® —as well as Armstrong's Resilient Floors. The program includes interesting and helpful demonstrations of Armstrong materials, filled with building and decorating ideas.

The plays on Armstrong's Circle Theatre are produced to a high standard of family entertainment. Every play is the work of an outstanding modern dramatist. Well-known stars from Hollywood and Broadway head the fine casts appearing on Armstrong's Circle Theatre.

Television may well have a profound effect on your business. Its power as an advertising medium is truly amazing. The audience is growing by leaps and bounds. New stations are constantly being added to NBC's national network. As the full force of television advertising comes into play, builders who use the Armstrong Line will be first to benefit. If you're not using Armstrong's Building Materials now, get full details soon from your Armstrong lumber dealer or write to Armstrong Cork Company, 1607 Ocean Avenue, Lancaster, Pennsylvania.

Tune in Armstrong's Circle Theatre
every Tuesday, 9:30 p.m. (Eastern Daylight Saving Time) NBC-TV



Amerock Matched

CABINET HARDWARE

...when you paint, remodel, or build!

Amerock Cabinet Hardware will add sales appeal to any home. Beautiful "Matched" designs for every mood—whether a millionaire's mansion or a modest cottage . . . See your dealer.

Be safe . . . be sure with

Winlite SASH LOCKS

Do you know that most home burglaries are through "window entries"? Use tamper proof Winlite Sash Locks as a leading sales feature of your homes. Streamlined Sash Lift to match . . . See your dealer.

See your dealer or write for FREE BOOKLETS

- ☐ Matched Cabinet Hardware
- ☐ Colonial Cabinet Hardware
- ☐ Winlite Sash Lock

Name.....

Address.....

City..... State.....

©1958

AMERICAN CABINET HARDWARE CORP.

Dept. 7-A Rockford, Illinois

Association News, cont'd

Dayton Home Show Visited By 30,000

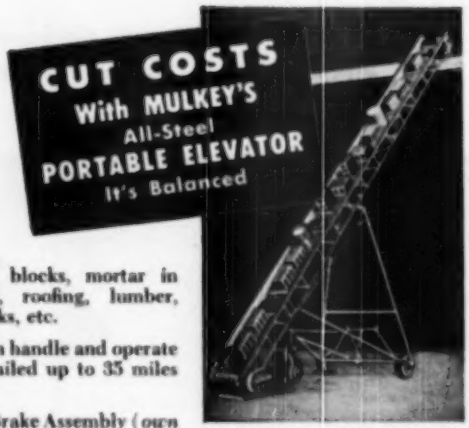
Previous attendance records were broken at the third annual Dayton, Ohio, Builders Show when 30,000 persons visited the exhibition at the Dayton Fairgrounds Coliseum between April 15-21. There were 162 display booths. The Montgomery County Builders Association was the sponsor.

The association presented a "Pavilion of Homes," an exhibit containing plans and photographs of homes planned or built by members.

General chairman of the event was M. E. Kimmey, association vice president; and A. H. Falace, secretary, served as show manager. Other members of the committee were Joseph P. Haverstick, NAHB secretary; Lou Zweiger, Stanley Swango, Jr., Robert J. Haverstick, association president; B. A. Wettig and Sam Davis.

CUTTING ribbon at opening of Dayton Builders Show is Miss Virginia Patterson, WLW-D television star as M. E. Kimmey, general chairman (left), Robert J. Haverstick, Builders Association president, and Russell E. McClure, Dayton city manager, assist in ceremonies

BUILDERS • CONTRACTORS



★ For bricks, blocks, mortar in buckets, sand, roofing, lumber, boxes, dirt, sacks, etc.

★ One man can handle and operate . . . easily trailed up to 35 miles per hour.

★ Clutch and Brake Assembly (*own design*).

Basic Length 24 ft. or 17½ ft. Maximum Lift
8' Extensions Available
Portable and balanced up to 40 ft.

→ Write for FREE Literature and Prices! ←

SAM MULKEY COMPANY

1621-DD Locust Kansas City 8, Mo.

If you plan to have STURDY *Attractive* doorways

Assembly line production of RICHMOND Knockdown Steel Frames insures accurate dimensions and perfect fit when assembled. Moisture cannot penetrate as frames won't warp or swell.

USE Richmond UNIVERSAL KNOCKDOWN STEEL FRAMES

Well designed RICHMOND knockdown Frames add to the appearance of your doorways to make your homes more desirable and easier to sell.

You cut costs, too, because these versatile frames permit the jambs to be used for either hand of the door. Hinges are welded on at the factory the same distance from either end and the latch cutout is centered. Coming in three pieces, of first quality 18-gauge steel, makes ordering easy and lets you store a maximum number in a minimum amount of space. Simply assembled, yet sturdy, the frames eliminate the need for casings. A red oxide primer coat is baked on at the factory.

Available for both interior and exterior openings, RICHMOND Knockdown Steel Frames come in the following sizes—Width—1'6" and up in 2" multiples; Height—6'6"; 6'8" and 7'0".

Get your copy of RICHMOND'S free new booklet on Steel Frames—SEND IN COUPON TODAY!

THE Richmond FIREPROOF DOOR CO.

P. O. Box 97, Friends Station — Richmond, Indiana

The Richmond Fireproof Door Co., Dept. 7
P. O. Box 97, Friends Station
Richmond, Indiana

Please send me booklet giving full information about Richmond Steel Frames.

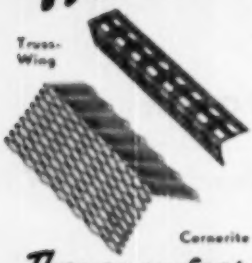
NAME .....

BUSINESS ADDRESS .....

CITY ..... ZONE ..... STATE .....

POSITION ..... TYPE OF BUSINESS .....

Here's How to Save Time



Bostwick

They go on faster

TRUSS-WING CORNER BEAD—Easy to snip, easy to bend, straight with no canter, easy to use with clips, easy to plaster to, conveniently packaged.

CORNERITE—Smooth edges, properly bent, conveniently packaged.

THE BOSTWICK STEEL LATH CO. • NILES, OHIO
10. HEATON AVE.

Send Samples

Name _____

Address _____

City _____ State _____

My dealer's name is _____

Now! **INSULITE**

INSULATING WOOL

MADE OF FIBERGLAS
OWENS-CORNING FIBERGLAS CORPORATION

in the *New improved*

ROLL BLANKET PACKAGE

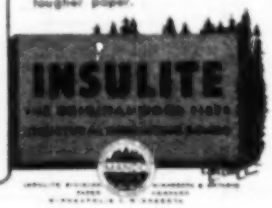
- 25% longer roll, uniformly compressed.
- Fewer packages to handle on the job.
- Less fitting and cutting.
- Easier . . . faster to install.
- No bags or cartons to discard.
- Better vapor barrier of stronger tougher paper.

AND THREE OTHER HANDY FORMS

POURING WOOL

BAT BLANKET

UTILITY BAT



*Reg. U. S. T. M.

Association News, cont'd

San Francisco, Los Angeles Builders in Joint Meeting

A discussion of 1949 and 1950 national housing legislation and its effect on the industry occupied an important part on the program at the annual joint meeting of the Associated Home Builders of San Francisco and the Home Builders Institute of Los Angeles. This year's meeting took place April 20-23 at Los Angeles.

The meeting, led by the two presidents, Earl Popovich of San Francisco and William H. Evans of Los Angeles, was concluded by a tour of the Lakewood-Long Beach area. San Francisco builders

SHOWN during tour of Los Angeles building projects during joint meeting of San Francisco-Los Angeles builders are Earl Popovich (left), president of San Francisco group, K. Sande Sconess, Los Angeles director and George Reicher, San Francisco

were also shown projects in the San Fernando Valley by Institute officials, including President Evans, K. Sande Sconess, reception chairman and Clifford L. Rawson, secretary-manager.

The builders recommended that the public housing question be placed on the ballot to give voters an opportunity to decide the issue because "public housing authorities are going far beyond their jurisdiction in propagandizing the public to subsidize rental tenants in government-operated housing projects."

1,800 Attend L-P Gas Convention, Trade Show

Peter A. Anderson, president of Utilities Distributors, Inc., Portland, Me., was elected president of the Liquefied Petroleum Gas Association at its convention and trade show in the Palmer House, Chicago, May 11. He succeeds Si G. Darling of Pratt, Kas. Attendance at the annual meeting reached a record 1,800.

Other officers for 1950-51 include William S. Lander, Charlotte, N. C., first vice president; F. N. Mabee, Denver, Colo., second vice president; Walter Miller, Chicago, treasurer; and Arthur C. Kreutzer, Chicago, secretary.

One call solves all your plywood needs!

Nationwide Roddiscraft Complete Service Makes Plywood and Door Buying One Simple Operation

The line to Roddiscraft *saves time in buying.*

One call, one order, to the nearest Roddiscraft warehouse fills all your plywood and door needs...

Douglas Fir Plywood • Fir Doors • Hardwood Plywood • Marinewood • Cupboard Door Stock • Counterfronts • Solid Core Flush Doors • Housemart Hollow Core Flush Doors and General Electric's great surfacing laminate, Textolite*. If you want a special hardwood, not carried in stock, prompt shipment can be obtained from the mill.

Trained Roddiscraft warehouse personnel give you *complete* service. They will assist and advise you, if you wish.

To save time and money, to always be sure, turn your plywood and door buying into *one simple operation.* Order from Roddiscraft where every need is filled right on schedule.

Roddiscraft warehouses serve key markets from coast to coast. Check the list below for the Roddiscraft warehouse nearest you.

**Reg. U. S. Pat. Off.*

NATIONWIDE Roddiscraft WAREHOUSE SERVICE

Cambridge 39, Mass. . . . 229 Vassar St.
Charlotte, N. C. . . . . 123 E. 27th St.
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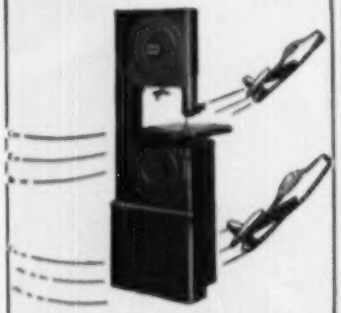
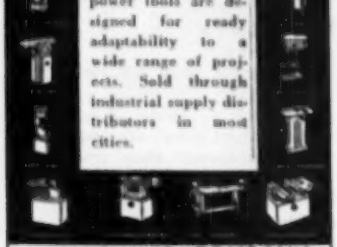


Super-smooth sawing that saves sanding labor on every cut.

Close balance, and light, strong Textolite wheels permit twice the speed of other 14-inch machines. Less vibration. Long blade life.

High safety rating. Wheels and blade, except at cutting point, are entirely enclosed. Blade guides adjusted by single control with full safety even when operating.

Capacity: blade to guard, 19½", 27" dia. work, clears stock up to 7½" thick. Blade speed at 1100 r.p.m., 4,400 f.p.m. Blade length: 98", width: ⅛", ¼", ½", ¾" and ⅞". Overall height (floor model) 67". Sturdy one-piece frame. Cabinet type base has sealed-off motor compartment. Table (15" x 15½") tilts on double trunnions. Single and 8-speed back-geared models. Band-Filing and Band-Polishing attachments available.



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The Air Conditioning Picture

By William W. Brooks

Plumbing and Heating Industries Bureau

EVEN WITHOUT technical training in the science of air conditioning, some of the basic principles can be easily understood.

Of paramount importance in anything having to do with houses, and particularly true of air conditioning, is the quality of installation. It is the priceless ingredient. The finest materials and equipment, if not properly installed, lose the superiority for which a premium is paid.

First of all, what should a good air conditioning system or unit do? What are its selling points for operative builders and property managers? Air conditioning is essentially control, and if the control is efficient, it will accomplish all or nearly all of the following:

1. Alleviate skin dryness, colds, and uncomfortable body temperatures.
2. Eliminate much household dust, and much of the pollen which plagues hay-fever victims.
3. Insure longer wear of fabrics by keeping them moistened to a proper degree.
4. Prevent cracking, splitting, and warping of woodwork.
5. Keep paintings and bookbindings in good condition and aid growing plants.

PROPER installation paramount to efficient air conditioning

Air conditioning involves humidity, air movement, air purity, and air temperature. Good air conditioning will mean control of each of these factors. The body has an air conditioning system of its own which works quite well under normal conditions. A temperature of 75 to 80 degrees Fahrenheit with a saturation of 40 to 50 per cent is ideal and allows the body to perspire and throw off excess heat into the moving air and onto cooler surfaces in the room.

High humidity during hot weather and low humidity during cold weather are the factors leading to bodily discomfort and justifying air conditioning. The air temperature should be within a few degrees of the outside temperature during hot weather to avoid shock to the system upon leaving or entering the dwelling, but humidity can be altered to a much greater and more healthful degree without ill effects. There should be no noticeable reaction on entering an air-conditioned room, but a gradual arrival at a feeling of comfort.

Air conditioning units function through one of the following: refrigeration, ice water, evaporation, or adsorption. The latter can be accomplished with dry adsorbents or chemical adsorbents. Efficient operation of the unit will also depend on ventilation, air distribution, insulation, and the heating system, if it is to be separate from the air conditioning unit.

Check your proposed system for the following controls:

1. Temperature — it should be controlled by a thermostat.
2. Humidity — it should be kept at a proven, healthful percentage.
3. Air purity — this will usually be assured by a filter.
4. Air movement—it will be regulated by the system, not independent of it.

Air conditioning is not replacing heating. The terms do not mean the same thing. Heating is the base to which air conditioning is added. Once the heat is there to keep people alive and in reasonable comfort, the improvement called air conditioning can be added to give greater health and more comfort either in the winter or in the summer or all year around.

Winter conditioning has been called the most important. Almost everywhere in the United States, the heating season is longer than the cooling season. Once a house owner has the essential heating equipment, it becomes a matter of choice (according to whether he lives in the north or south) as to whether the next improvement toward air conditioning should be for winter or summer, or for the year 'round.

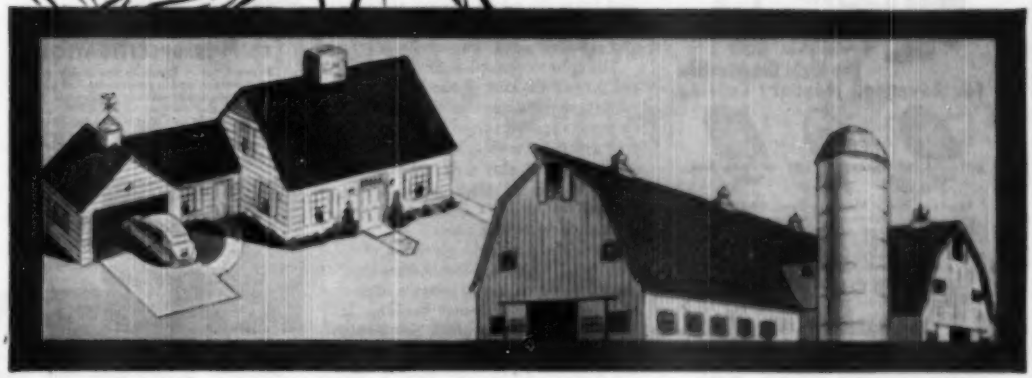
Winter air conditioning is cheaper, easier to provide, costs less to operate, and does more for good health. Air conditioning for the home is really improved winter heating. The hot air furnace type of heating has been improved by adding a dirt and humidifying device. Radiator heat has been improved by providing attractive con-

(*Continued on page 186*)

TEX-LOK

DOUBLE COVERAGE!
HEAVY DUTY!
INTERLOCKING!

NO BETTER SHINGLE VALUE on the market today!



TEX-LOK Shingles provide real roof protection plus long life economy for home and farm owners. These interlocking type shingles have been tested in every weather—and have weathered every test! TEX-LOKS are interlocked and each is anchored at four points by concealed nailing. Double coverage, they're built to *stay put* in high wind and heavy weather areas! Distinctive basket-weave pattern. Beautiful colors. Fire-resistant. There is no better shingle value on the market today.

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TEX-LOK *Shingles are available in the areas currently served from Texaco's roofing plants at Lockport, Illinois and Port Neches, Texas.*

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TEX-LATCH

Another top-performing Texaco asphalt shingle! Heavy duty, double coverage and interlocking—similar to TEX-LOK but slightly different in method of locking tabs.

Available in the areas served from the Edge Moor, Delaware roofing plant.

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STOP...high masonry cutting costs—START ...getting smooth, simple & economical cutting performances. GO...for a savings! on any size job with one of 9 CLIPPER MODELS... each with Original Clipper Features.

9 MODELS Priced from $195

The Right Combination for Advanced Masonry Cutting

DRY ABRASIVE 6" to 18" — DIAMOND BLADE 6" to 24" — WET ABRASIVE 14"

Yes, it's Clipper Masonry Saws, Clipper Superior and Diamond Blades. Whether DUSTLESS (wet) or Dry cutting there's a Clipper guaranteed "To Provide the Fastest Cut...At the lowest Cost...With the Greatest Ease...Any Time...Any Where!"

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AUTOMATIC BLADE PRESSURE — SELECT-A-NOTCH — ADJUST-A-CUT CONTROL — ONE SPOT OPERATION

With a Clipper on the job masonry cutting is easy...just place material on conveyor cart. Select-A-Notch instantly sets cutting head for material thickness. Then WHIZZ thru cut as the blade Pressure Equalizer takes over.

FREE TRIAL Test & Try a Clipper WITHOUT OBLIGATION On YOUR Job—with YOUR materials!

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Air Conditioning

(Continued from page 184)

For the new seven to eight room house, the lowest cost air conditioning is winter air conditioning, using a direct-fired warm air conditioner. This system costs from 8 to 10 per cent of the cost of the house.

A more expensive type is a split system. A split system heats part of the house with air and part by means of radiators, radiator-convectors, baseboards, or radiant panel coils. High temperature hot water, circulated by a booster pump, is the preferred heating medium, with the boiler fired by coal, oil, or gas. Various means of adding moisture to the air are incorporated in this unit, the type generally used being spray nozzles which atomize the water. This brings thousands of small globules of water into intimate contact with the air, allowing it to absorb the requisite amount of moisture. This unit is also equipped with means of filtering the dust from the air by the use of filters which are discarded when dust-laden and replaced with new ones.

The split system costs from 12 to 15 per cent of the cost of the house. One important advantage of the split system over the direct-fired is that it gives year around domestic hot water automatically, and also differentiates between rooms so that, for example, garage air need not be re-circulated throughout dwelling rooms.

There is now on the market a compact, gas-burning air conditioner that, like the heat pump, will provide winter heat as well as summer cooling. It costs about twice as much to operate as a gas-driven heat pump, but only half as much as an electrically-driven one. Price of this year-around unit, installed: $3,500.

In winter, the unit automatically humidifies, cleans, and circulates the air and maintains the conditioned space at a predetermined temperature level. In summer, it automatically cools, dehumidifies, cleans and circulates the air, and maintains a constant temperature. During seasons when neither heating or cooling is required, it cleans and circulates the air.

What is the least expensive for the summer and how much would it cost? Undoubtedly, it's the attic fan. This is a large, quietly operating electric fan placed in the attic facing an open window or some similar opening. It draws air up from the lower floors through the attic stair hall or through grilles in the ceiling and blows it out of the house. It is only used at night, after dark, and the windows downstairs must be left open to admit the

(Continued on page 188)

SUPERIOR BLADES

Cut Any Masonry Material Easily

Regardless of hardness...there's a GENUINE Clipper Superior Blade to cut any masonry material with perfect smoothness and real economy.

Measuring oriented abrasive for Clipper Superior Blades requires the care of experts.

Infinite skill is required in the hydraulic pressing of Clipper Superior Blades.

YOU CAN DEPEND ON CLIPPER SPECIFICATIONS

Every Clipper Blade is the result of constant research and is recommended with expert knowledge of masonry materials. When you have the correct GENUINE Clipper Superior Blade or Clipper Bonded Diamond Blade for WET or DRY cutting you'll find it easy and economical to slice thru the hardest materials.

Attaching blotters to Clipper Superior Blades after individual selection and testing.

Cartons or Cases...Clipper Superior Blades are packaged for convenience and protection.

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Because of the tremendous variety of masonry materials the correct Clipper Blade for your...Brick-Tile-Stone or Concrete Product ...can only be recommended by masonry Specialists! "SAME DAY" Shipment from 9 Clipper Branches or the EXACT Specification for any material...WRITE TODAY and mention the material!

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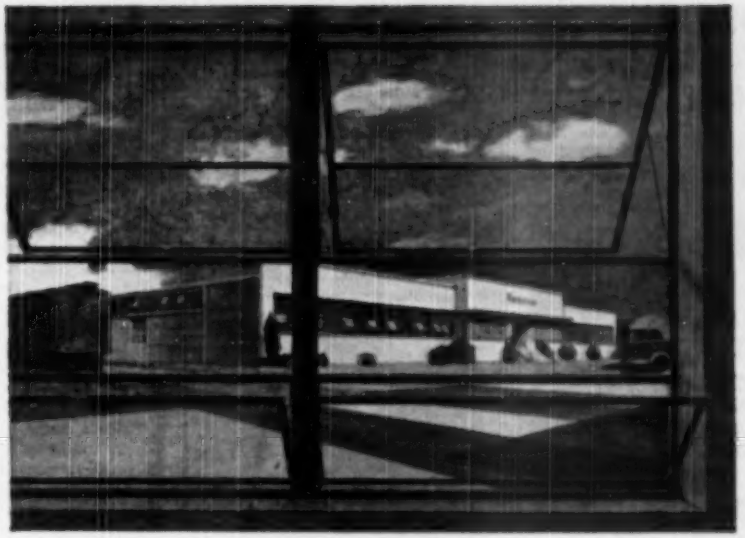
Recent Lupton Metal Window installation in modern Warehouse of Firestone Tire & Rubber Company, Dallas, Texas. Builder: O'Rourke Construction Company.



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There's a Lupton Window for every industrial need:

For office sections, there is the Lupton Architectural Projected Window illustrated above. 1½-inch deep ventilator members and welded ventilator construction assure long service with minimum maintenance. Features include solid bronze hardware, abundant daylighting, controlled natural ventilation.

For production and warehouse sections, there is a choice of Commercial Projected, Pivoted and Security Windows—each designed and built by Lupton to do a particular job.

Lupton Window installations save you money—in prompt delivery from warehouse stock, in faster installation. Let us send you the complete Lupton Catalog of industrial and residential windows. Write us today.

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LUPTON
METAL WINDOWS

SISALKRAFT OVER SUBFILL FOR BETTER CONCRETE SLABS

Here SISALKRAFT is shown laid over subfill, with concrete mix being spread over SISALKRAFT and reinforcing rods.

MEMBRANE-WATERPROOFING WITH SISALKRAFT SAVES MATERIALS, TIME and LABOR ASSURES HARDER, MOISTURE-FREE CONCRETE FLOORS

- **SISALKRAFT** prevents water and cement in mix from seeping into subfill . . . therefore permits specified proportions of water and cement to be maintained for proper concrete density and strength.
- **SISALKRAFT** prevents concrete from forming "fingers" in the voids of subfill . . . "fingers" that later draw moisture up into slab.
- **SAVINGS** in concrete, time and labor more than pay for small cost of SISALKRAFT.
- **This SISALKRAFT** Method is ideal for basementless homes . . . also for ground floor slabs of commercial structures.
- **For PROTECTION** and CURING of concrete, SISALKRAFT is unequalled.
- **STANDARD SIZES**: Rolls up to 8 ft. wide. For most areas, SPECIAL BLANKETS can be furnished, made-to-order for exact slab dimensions, up to 26' 6" wide.

ALL THREE SISALKRAFT PRODUCTS for safe, long-lasting protection AT LOWEST COST!

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Air Conditioning

(*Continued from page 186*)

cooler night air. The object is to let the cool air move continuously through all the rooms to literally cool off the furniture, the rugs, and the inside walls and floors. Then, in the morning, the windows are closed, the fan is stopped and the house will not be as warm during the day as it would if it had kept the heat of the previous day.

Such a fan would cost from $100 up to perhaps $400, depending on size and installation conditions with only a few additional dollars to run during

ELECTRIC fan before open window in attic draws air up from the lower floors and blows it out of house

all the hot spells. Its objection is that it brings through the house any dust or hay fever pollens that might be in the outside air. Smaller ventilating fans are also on the market and can be installed in the wall or in the top of windows in any room of the house. Their cost is correspondingly lower.

The next better grade, aside from insulation and awnings, depends on local conditions. Air circulation indoors is important, air drying or dehumidification comes next, with actual cooling by artificial means the last to be added. If the winter system uses a blower to circulate air, this blower can be kept in operation in the summer, although it will not have the capacity that is really needed.

From there on, there is quite a range.

If city water is cold enough and inexpensive enough, summer cooling can be obtained and some dehumidification for from $300 to $500 with a seasonal cost of perhaps $30 to $40. If ice can be delivered in bulk at reasonable rates, it is possible to put in the necessary equipment for from $300 to $500 and cool a house in hot spells for $25 to $60 for the season.

One of the new dehumidifiers that will give much comfort by reducing humidity costs approximately $750, with a fairly low operating cost. All of these prices are given on the assumption that a warm air conditioning system is already installed and that these air conditioners are added to it.

(*Continued on page 190*)

SHEPLER RADIA ELECTRIC HEATERS and VENTILATING FANS

Here's a Completely New, Improved 8" Automatic Fan for Small Rooms

Model No. 1 (8" Illustrated). Also available in 10" size—Model No. 81

- Quickly installed in ceiling, wall or cabinet!
- Designed for bathrooms, kitchenettes, powder rooms, etc.!
- Low in cost!

This new, low cost 8" automatic fan, designed specifically for small rooms of limited wall space, fits all standard construction and mounts horizontally or vertically. The powerful, quiet, totally-enclosed fan motor and 8" Torrington propeller assure long, trouble-free operation. Motor-blade assembly, attached to the removable grille, and plug-in connection simplifies cleaning. The No. 1 model has a rating of over 500 C.F.M. (free air delivery).

This type fan is also available in the standard No. 81 Model with 10" blades, having a rating of 650 C.F.M. (free air delivery). Both sizes feature double automatic shutters and weather-tight seal to prevent back drafts and sweating.

Approved by Underwriters' Laboratories

Everybody Profits with SHEPLER Preferred Products

• Radia Electric Wall and Portable Heaters • 8" and 10" Automatic Wall and Chimney Fans • Automatic Wall and Ceiling Shutters • Gas and Electric Fireplace logs • Stationary and adjustable louvers.

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Each month, builders throughout America are looking forward to examining the latest design being added to the Weyerhaeuser 4-Square Home Building Service.

More and more, builders are making it a point to study these new homes because they find in them modern ideas in design and construction that are helpful to them in their business.

Each month the newest design, as well as the complete Service, are nationally advertised in leading home magazines. Thousands of inquiries are received from families who have indicated their interest in these modern, practical homes. They are referred to their local 4-Square Lumber Dealers.

Builders are gaining many benefits from this valuable Service . . . for both custom building and group developments. If you have under consideration one or a hundred houses, it will pay you to examine the variety of designs in this Service at the office of your 4-Square Lumber Dealer. Complete blueprints and material lists are readily available for every design.

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4-SQUARE BUILDING SERVICES

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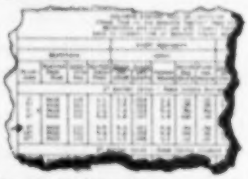
NEW REVISED

TAMBLYN BUILDING LABOR CALCULATOR

You, too, can make accurate estimates. Forty years of on the job cost analysis has produced the factors given in the Tamblyn Building Labor Calculator. Use these factors and make your estimate *right!*

HOW TO USE THE TAMBLYN BUILDING LABOR CALCULATOR
...simple multiplication of figures

To figure the cost of laying 8"x 8"x 16" cinder block analyze the cost of 100 square feet as follows. (Wage rates and material prices assumed.)



111 Pcs., 8"x 8"x 16" cinder block	@ 24c =	$26.64
4.4 C. F. Mortar	@ 45c =	1.98
Total Material Cost		$28.62
4.0 Hrs., Mason	@ $3.00 =	$12.00
4.0 Hrs., Tender	@ 1.75 =	7.00
.4 Hrs., Foreman	@ 3.50 =	1.40
Total Labor Cost		$20.40

Or $8.6c per square foot for material—and 20.4c per square foot for labor.
Figuring for all the trades is as easy as this example—and accurate!

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"...just the thing I wanted..."

"...I want to congratulate you upon an excellent piece of work."

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1115 So. Pearl St., A-4 Denver, Colo.

Send the Tamblyn Building Labor Calculator on free 10-day trial. At the end of 10 days I will return it or send my check for $10.00.

FREE EXAMINATION
SPECIAL OFFER

Name_____
Address_____
City_____ State_____

Air Conditioning

(*Continued from page 188*)

The heat pump (reverse cycle refrigeration) has been getting wide publicity in the years since World War II. Considerable experimental work has been made on this system and it has now been pronounced as out of the experimental stages. One manufacturer sold 300 units in 1949. For years the high cost of installation and operation blocked any widespread use. Average cost per system is from $1,500 upwards. A formidable obstacle is the cost of electricity needed to operate the heat pump.

The heat pump heats, cools, and, with attachments, dehumidifies, humidifies, cleans the air, and kills germs. Essentially, the operation is simple: heat is extracted from earth, water, or air, and transferred via pipes to the home. Most systems use a liquid refrigerant which vaporizes when warmed. The gas is boosted to higher temperatures by compressors and gives off heat as building air is circulated over the coils. As the gas cools, it becomes a liquid, pressure is reduced, and the cycle begins again. For cooling, the flow of the refrigerant is merely reversed.

One type of heat pump gets heat from the air. This air-type was developed largely for use in areas where the temperature does not drop below 10 degrees F., because too much electricity is required to get heat from air much colder than that.

The heat pump industry predicts that costs will soon be comparable with oil, gas, and coal.

Latest figures show that about 30 per cent of all heat pump installations are residential types, with 70 per cent of these located in California.

A radiator heating system having no ductwork for circulating air can have individual room coolers that will condition one or two rooms for about $500 per room. A variation on this is called a "remote room air conditioner" and is adaptable to use in homes as well as apartments. The condensing unit for the remote air conditioner is not located in the room to be conditioned, but in the basement, closet, or adjoining room out of sight. One condensing unit, properly sized, can serve two or more room units where required.

Cost of air conditioning is important because it varies widely according to house and location. Every house, however, can be conditioned in one way or another.

To help builders and property managers select the type of air conditioning systems or units applicable to their

(*Continued on page 192*)

Get Your Share of Institutional Building

This year promises to be a truly great year for institutional building. To get your share make your bids stand out by specifying *Ualco* Lifetime* Aluminum Windows — Casement, Hopper, Twin-sul, Basement . . over 300 standard and modular sizes and variations. All Ualco Lifetime* Aluminum Windows meet the highest standards . . and chop a substantial amount from construction costs. *Only Ualco offers Aluminum Casement Windows in Modular Sizes! Mail coupon, today . . it'll be well worth your while to get complete details . . NOW!* See our catalog in Sweet's Files.
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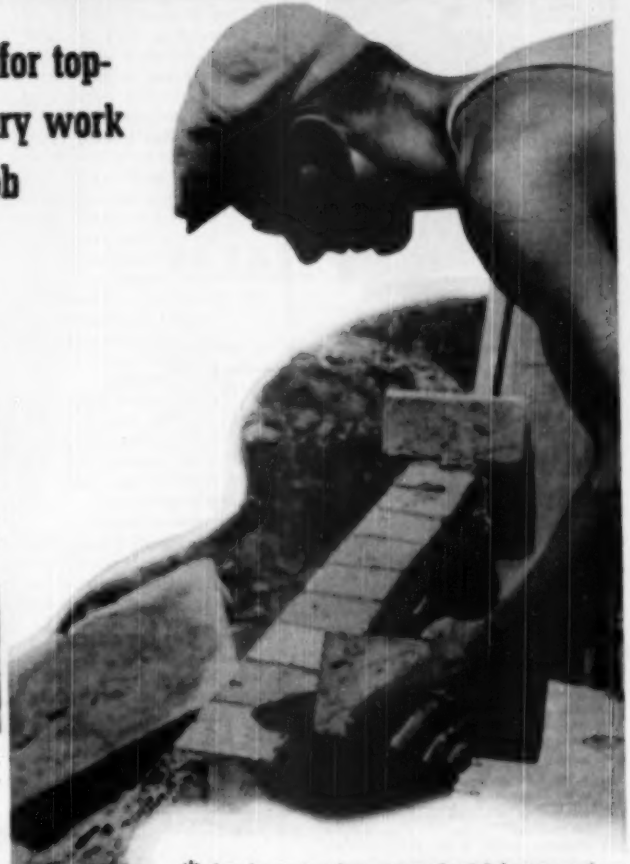
Here's what the men who use ATLAS MORTAR say:

"We're convinced that for top-notch, low-cost masonry work the best bet on the job is Atlas Mortar . . ."*

"Smooth . . . and fat."* Masons like the smooth, easy way their trowels respond to plastic, buttery Atlas Mortar.

"An ideal set."* The satisfactory hardening of Atlas Mortar Cement is proved by its performance under field conditions.

"Pleased with results."* Contractors for years have praised the excellent appearance and color of Atlas Mortar.



* *Actual quotations from reports of satisfied masons and contractors who use Atlas Mortar Cement.*

These statements are typical of the reports we are constantly receiving, commenting on the advantages of Atlas Mortar.

The outstanding durability of Atlas Mortar is proved by rigid laboratory tests. Backed by years of research, Atlas Mortar Cement complies with ASTM and Federal Specifications for masonry cement. For further information, write Universal Atlas Cement Company (United States Steel Corporation Subsidiary), Chrysler Building, New York 17, N. Y.

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THE SATIN OF MASONRY CEMENTS

A UNIVERSAL ATLAS PRODUCT

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TRADE-WIND
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HAS ALL THESE
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FOR the best method of ventilating kitchens, bathrooms, laundries, dens or other small rooms specify and install the Trade-Wind Clipper. This proven ventilator is the only small room unit that gives the home owner every worthwhile advantage.

Squirrel cage blowers, accepted and used in air conditioning systems and for forced air heating, are used exclusively in the Trade-Wind Clipper. This forced air discharge, located at the ceiling, traps all unwanted air and expels it instantly. Trade-Wind also has located the motor completely outside the greasy air stream. The motor stays clean indefinitely—requires far less service—and is guaranteed for 5 years. No other small room ventilator combines all these outstanding advantages. In addition, Trade-Wind Clippers are easy to install—they are competitively priced*—and they make every new owner another salesman for the Trade-Wind line.

Get the complete story from your local supply source, or mail the coupon today.

*Important price reduction has just been made on Model 2501.

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5708 S. Main St., Los Angeles 37, Calif.

Please send me the complete story on the Trade-Wind Ceiling Ventilator.

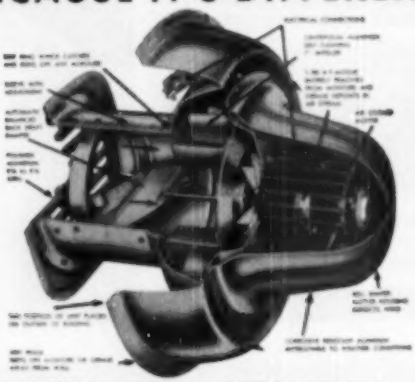
Name_____

Address_____

(*Continued from page 190*)
projects, here is a list of air conditioning units, with the number of companies making them:

1. Central plant, summer.
   (Consisting of blower, filter, cooling coil for connection to remote compressor or cold water supply, and duct distribution of air).
   Forty-one companies.
2. Central plant, summer-winter.
   a. (Consisting of blower, filter, humidifier, direct fired warm air furnace, cooling coil for connection to remote compressor or cold water supply, and duct distribution of air).
   Seven companies.
   b. (Consisting of blower, filter, humidifier, steam generator, heating coil, cooling coil, and duct distribution of air).
   Three companies.
   c. (Consisting of blower, filter, humidifier, reverse cycle refrigeration (heat pump), heating coil, cooling coil, and duct distribution of air).
   Eight companies.
3. Central plant, winter.
   (Consisting of blower, filter, humidifier, heating coil for connection to remote steam or hot water boiler, and duct distribution of air—split system).
   Thirty-six companies.
4. Evaporative type, summer.
   (Consisting of blower, filter, pump, and sprays or mats for cooling by evaporation).
   Forty-six companies.
5. Room type, floor cabinet, under 3 horsepower, summer.
   a. (Consisting of blower, filter, and cooling coil for connection to remote compressor or cold water supply).
   Twenty-five companies.
   b. (Consisting of blower, filter, cooling coil, and compressor).
   Sixteen companies.
6. Room type, floor cabinet, under 3 horsepower, winter-summer.
   (Consisting of blower, filter, humidifier, and heating and cooling coils for connection to steam or hot water supply and remote compressor or cold water supply).
   Twenty-six companies.
7. Room type, floor cabinet, winter.
   (Consisting of blower, filter, humidifier, and heating coil for connection to remote boiler).
   Nineteen companies.
8. Store type, floor cabinet, over 3 horsepower, summer.
   Consisting of blower, filter, cooling coil, and compressor, with air discharge approximately 6 feet above floor).
   Twenty-nine companies.

HOME BUYERS LIKE THE
KITCHEN-AIRE EXHAUST FAN
BECAUSE IT'S DIFFERENT



Different, because it is FIRE-SAFE, grease laden air is NOT drawn over motor;
Different, because intake grill may be mounted above cooking range even on inside wall;
Different, because ordinary 6" stove pipe will serve for making connection between intake grill and exhaust fan;
Different, because it is QUIET, operating mechanism is mounted OUTSIDE the wall;
Different, because it is weatherproof, back draft damper protects against heat loss, operating mechanism is housed in corrosion-free aluminum.

Yes, the Kitchen-Aire is different. Electrically operated, easily installed, the Kitchen-Aire adds that plus-value which makes new homes salable. It is the last word in Kitchen ventilation, a feature your buyers will like. Underwriters Approved. Advertised in Better Homes and Gardens.

STEWART MANUFACTURING CO.
3204 E. Washington Street, Indianapolis, Indiana

WHY SHOULD AN INSULATION BE EASY TO APPLY?

Insulation is only as good as its application. And correct application must be *continuous*—with no gaps, voids or differences in thickness . . . no opportunity for skimping.

With Balsam-Wool, ease of application is actually "built in"—a part of the product design. Balsam-Wool comes to the job as a completely finished product with uniform, factory-controlled thickness and density. It is clean and non-irritating—pleasant to work with. It is quickly and easily cut to proper length. Balsam-Wool's two spacer flanges assure a tight, foolproof fit and proper air spaces front and back. These tough flanges are nailed or stapled to the face of the studs, joists or rafters for lasting security. The ends are also sealed to plates or headers, providing continuous vapor barrier protection over the entire stud or joist space—no butt joints or openings at ends. No wonder Balsam-Wool provides *positive* protection!

- Integral continuous vapor barrier
- Sturdy wind barrier
- Double air spaces
- Special spacer flanges
- Double bonding of mat to liners
- Rot and termite treatment
- Highly fire retardant
- Rigid quality control

To bring you up-to-date authoritative information on application, the makers of Balsam-Wool have prepared 32 application data sheets . . . a little "library" of valuable data, contained in an A.I.A.A. folder. Send today for your set—it is yours for the asking. Just mail the coupon.

Balsam-Wool*

SEALED INSULATION

BALSAM-WOOL • *Products of Weyerhaeuser* • NU-WOOD*

*REG. U. S. PAT. OFF.

Wood Conversion Company
Dept. 119-70, First National Bank Bldg.
St. Paul 1, Minnesota
Please send me a set of Balsam-Wool Application Data Sheets.

Name.....

Address.....

City.....State.....

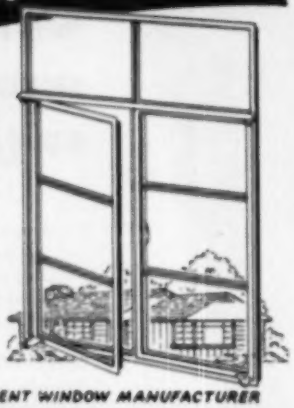
LEMCO Steel AND Aluminum Casement Windows offer PLUS VALUE

IN RESIDENTIAL AND APARTMENT CONSTRUCTION

Low original cost plus economy of installation and continuing owner satisfaction make LEMCO Casement Windows the choice of builders throughout the country.

LEMCO also offers Aluminum Awning Windows in two types—LEMCO Panoramic and LEMCO Series 62 Monumental.

WRITE FOR DESCRIPTIVE LITERATURE

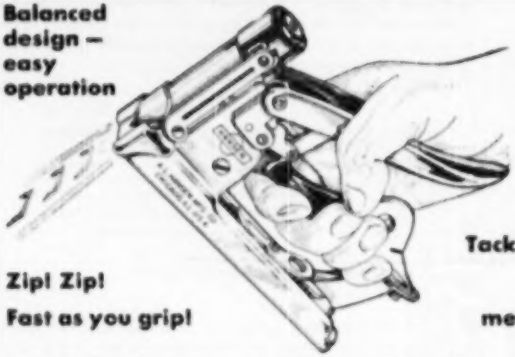


AMERICA'S OLDEST CASEMENT WINDOW MANUFACTURER

Croft STEEL PRODUCTS, INC.

14 MARKET STREET · JAMESTOWN, N.Y.

Balanced design — easy operation



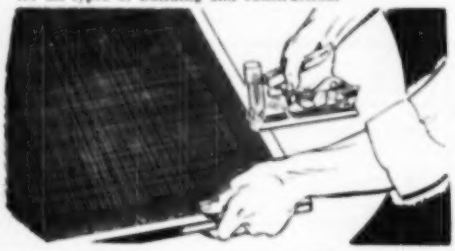
HANSEN — the Tacker with 1001 uses —

Tacks insulation, ceiling tile, metal lath, etc.

Zip! Zip! Fast as you grip!

With Hansen in Your Hand —

you can do all kinds of tacking and fastening jobs. Thirty-six different models. Eighty staple lengths. For screens, ceiling tile, insulation, metal lath, etc. Ideal for all types of building and construction.



Tacks screens, too! Models made especially for screen tacking. Lip on Tacker hooks into screen, pulls screen tight with one hand, for tacking in place. Many other uses.

Request Booklet

A. L. HANSEN MFG. CO.

5059 Ravenswood Ave.

CHICAGO 40, ILL.

Association News, cont'd

Public Interest Increases In Builders' Bank Exhibit

Local interest in home ownership has increased nearly 25 per cent since March 31 and is nearly double that of a year ago, according to George C. Johnson, president of The Dime Savings Bank of Brooklyn. As evidence, Johnson pointed to a jump during the past 30 banking days of 22.4 per cent in the number of people visiting the Library of Homes and Home Buyers' Exhibition at the bank's main office, sponsored jointly by "The Dime" and the Long Island Home Builders Institute.

Since the spring home sales season moved into high gear around the first of April, average daily attendance at the free display of builders' offerings has risen from 428 to 535. A year ago the average was 272. Between March 31 and May 12, a total of 16,050 persons examined the displays of the 79 participating Long Island builders.

Occupying more than 5,000 square feet adjacent to "The Dime" main banking floor, the exhibit is open daily from 9 A. M. to 3 P. M. and until 7 P. M. Thursdays. There is no admission fee and no attempt is made to sell houses. Trained attendants are present to answer all questions pertaining to home ownership.

Wood Preservers' Convention One of Group's Largest

The 46th annual meeting of the American Wood Preservers' Association, held recently in the Rice Hotel, Houston, Texas, was one of the largest in the group's history with more than 500 persons attending. Fred W. Gottschalk,

FRED W. GOTTSCHALK

technical director of the American Lumber and Treating Co., was elected president at the meeting, succeeding J. S. Giddings of the Santa Fe Railway.

Other new officers are W. R. Yeager, Western Electric Co., first vice president; R. H. Beschler, Koppers Co., second vice president; and H. L. Dawson, secretary-treasurer.

A cooperative test has been undertaken by several association members to deter-

(Continued on page 196)

LOW, LOW upkeep cost*

. . . a big reason Mr. Olden has been buying Servels since 1940

Ten years ago, Mr. B. M. Olden purchased his first Servel Gas Refrigerators. More than 100 were installed in his Red Apple and Wm. Tell Apartments, Santa Monica, California. In all the years since then, says Mr. Olden, he hasn't spent a single penny for repairs. And because of this perfect record, he decided recently to place Servels in every kitchen in Ye Olden Manor, Los Angeles (shown above). In addition to Servel's amazing record for low maintenance cost, Mr. Olden also praises Servel's operating economy . . . silence . . . and freedom from moving parts.

Worry-free performance is characteristic of Servel. The reason is Servel's *different, advanced* freezing system, for in a refrigerator it's the freezing system that *really counts*. In Servel's, there's no motor to wear; no machinery to stop and start . . . to grow noisy . . . to need repairing. Instead of pistons, pumps and valves, Servel operates simply on a tiny gas flame. This means *extra* years of service, without the worry of big repair bills. So if you're thinking of buying refrigerators, don't fail to *compare Servel*. Servel, Inc., Evansville 20, Indiana.

***FOR EXAMPLE—**

MINNEAPOLIS, MINN. *"Repairs on our 44 Servels cost less than $10 in ten years."*
MOBILE, ALA. *"After nine years, our 399 Servels cost only 1¢ a month per unit for upkeep."*
PHILADELPHIA, PA. *"Exceptionally low maintenance cost over a period of nineteen years."*

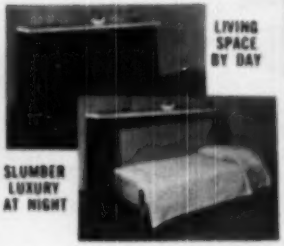
ADD AN EXTRA ROOM WITHOUT ADDING TO BUILDING COST!

Murphy BEDS

Builders from coast to coast have found that the answer to the demand for the "extra" room is a Murphy Bed. Although they require only a minimum of space, Murphy Beds are built to receive STANDARD MATTRESSES for MAXIMUM sleeping comfort.

NEW MODELS!

Require only 13" depth



Although the "Sidebed" (illustrated) and the new "Economy" recess model maintain the same high standards of quality and comfort as all Murphy Beds, they require even less space.

Both new models are adaptable to many types of concealment. They are ideal for building into recesses, book cases, cabinets, credenzas and other custom-built units. Also available are standard Murphy concealers, such as the shelf and drape unit illustrated with the "Sidebed", and a canopied unit for use with the "Economy" and other Murphy recess models.

Each of the new models features a patented counter-balanced control that assures years of easy, trouble-free service.

Send today for complete data file on all Murphy recess, pivot and roller models and Cabranette Kitchens.

MURPHY DOOR BED CO., INC. (A)
19 West 44th St., New York 18, New York

Please send your free data file on Murphy Beds and Cabranette Kitchens.

NAME _____

ADDRESS _____

CITY _____ STATE _____

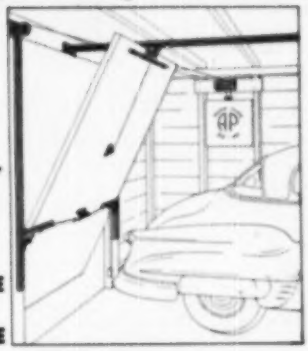
Association News, cont'd

NEW OFFICERS of South Dakota Retail Lumbermen's Association hold business session at recent annual convention in Sioux Falls. They are (from left) John Robinson, Sioux Falls, vice president; H. A. Illig, Webster, director; R. C. "Clem" Knecht, Rapid City, director; and Myrle V. Hilton, Vivian, president. 789 dealers from South Dakota, Minnesota, Iowa and Nebraska attended, along with 325 sales representatives. Among outstanding events were a Hoo-Hoo concatenation and initiation, and the annual banquet

mine the effect of variations of chemical analyses of accepted standards of creosotes on the wood preservative value of creosote. The program is under the general direction of the Forest Products Laboratory, for land installations, and of the William F. Clapp Laboratories for marine test installations. Cooperating companies are the Barrett Division of the Allied Chemical and Dye Corp., Bernuth Lembcke Co., Koppers Co. and the Bell Telephone Laboratories.

Easy to Install . . . Lasting Satisfaction

ALLITH 50-50 PUSH-OVER GARAGE DOOR HARDWARE



Combine the expertly-designed Allith garage door hardware with your own or any standard door. Result . . . a rugged, easily-operated overhead door that gives full and lasting customer satisfaction.

Quickly installed, standard set fits any opening up to 9' wide x 7'6" high when doors do not exceed 275 lbs. Other sets available for openings up to 10' wide x 10' high.

ALLITH-PROUTY, INC

DANVILLE, ILLINOIS

You can win medals (and money) with

MICARTA®

PRE-BONDED TO PLYWOOD

Micarta is the quality plastic surfacing material made by Westinghouse, sold by United States Plywood, and advertised in such magazines as The Saturday Evening Post, Good Housekeeping, etc.

It's the surface your customers want on kitchen counters, sinks, dinette tables, in bathrooms and playrooms. It's the surface that is famous because it dares customers to chip, dent or scratch it . . . dares them to stain it . . . even dares them to burn it with cigarettes. And it's so easy to clean!

Now YOU can install Micarta anywhere — and YOU DON'T NEED A PRESS. Any carpenter can use Micarta.

- You can buy 7/8" Micarta panels, already bonded to exterior grade Weldwood Plywood, from your lumber dealer.
- Pre-bonded Micarta is made in new sizes (less waste): 24" x 96" 48" x 96" 30" x 60" 30" x 96".
- You can saw, trim, plane or drill these ready-to-use Micarta panels with inexpensive hand tools. (Complete instructions on request.)

Manufactured by **WESTINGHOUSE** *and sold for decorative purposes only by* **UNITED STATES PLYWOOD CORPORATION** *and* **U. S.–MENGEL PLYWOODS, INC.**

Now, get the better-paying jobs yourself—new installations and modernizations. Discover MICARTA.

1 Ask your lumber dealer to show you Pre-bonded Micarta and samples of the handsome colors and patterns.

2 MAIL THE COUPON for a sample which will prove how Micarta resists scratching, denting, chipping or staining, plus complete data on how *easily* any carpenter can use Pre-bonded Micarta.

Discover **MICARTA®** today!

UNITED STATES PLYWOOD CORPORATION
55 West 44th Street, New York 18, N. Y.

Please send me free sample and full information on MICARTA

NAME_____

COMPANY_____

ADDRESS_____

CITY_____ STATE_____

Association News, cont'd

'Good American Home' Program Expanded in East

A "Good American Home" program is presently being launched in New York, Long Island and New Jersey, according to Ted Baldwin of New York City, developer and co-ordinator of the promotion.

It is sponsored in these areas by the Long Island Home Builders Institute, the Home Builders Association of Northern New Jersey, and the Home Builders Association of Metropolitan New Jersey in cooperation with the New Jersey Lumbermen's Association and the New York Lumber Trade Association, the Northeastern Lumbermen's Association and the New York State Savings and Loan League, the New Jersey Savings and Loan League and the Council of Insured Savings Associations of New York State.

The National Retail Lumber Dealers Association and the United States Savings and Loan League sponsor the program nationally.

In Detroit where the program was sponsored by the Home Builders Association of Metropolitan Detroit, approximately 250,000 visitors inspected the demonstration homes in the first thirty days they were open. Detroit universities, private enterprise and civic authorities cooperated in the undertaking as they are doing in other cities.

Other cities where the program is being carried out are Cleveland, Ohio, and suburbs, Worcester, Mass., and Buffalo, N. Y.

The "Good American Home Program" is based on a scientific breakdown of the family budget in the middle and lower income brackets to demonstrate to families how they can afford to buy homes. Homes in the program have a price range from $7,500 to $12,000.

Tulsa Home Show Committee Rewarded with "Oscars"

A capacity display area with more than 100 booths, entertainment and a number of special events featured the 1950 Tulsa, Okla., Home Show, sponsored by the Tulsa Home Builders Association May 18-21. Approximately 25,000 tickets were sold in advance.

An interesting idea for rewarding individuals for their work in organizing the show was the presentation of "Home Show Oscars" (trophies) to the member selling the largest number of tickets, the one selling the most booths, and the exhibitor with the most outstanding booth. The latter was the largest of the "Oscars" and prior to presentation was displayed at the National Bank of Tulsa.

I. A. Jacobson, association vice president, was general chairman for the show. Heading ticket sales was Arthur J. Black, with Jimmy Dossey leading the booth sales committee.

NOW! FIREPROOF

ROCK WOOL INSULATION FOR

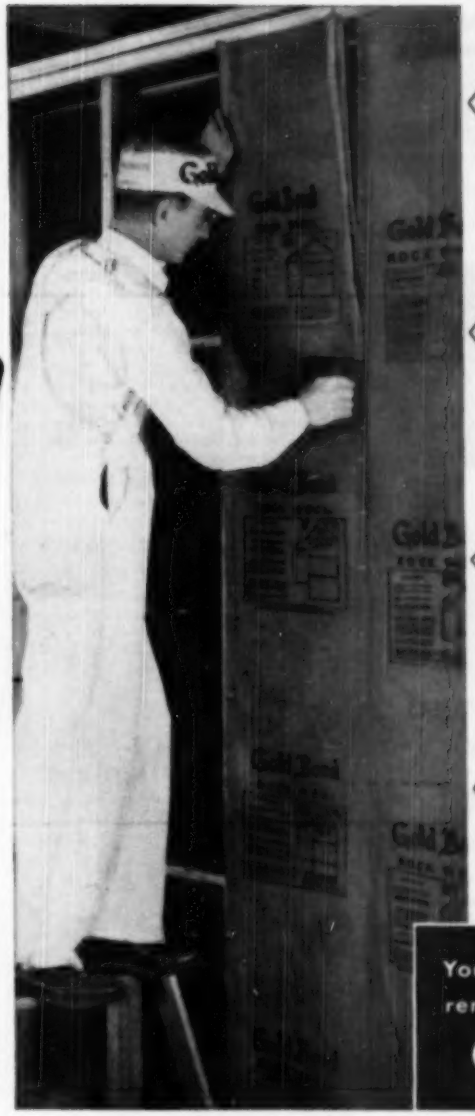
LOWEST-PRICE HOMES!

HERE'S real news, Mr. Builder. The low cost of the new Gold Bond Mat-Thick Sealed Blanket enables you to give even your lowest-price homes the benefits of fireproof, top quality insulation. These rugged, lightweight blankets are completely enclosed with breather cover on three sides, and a vapor barrier on the fourth side. Designed for today's competitive market! Available now in most territories at Gold Bond Lumber and Building Supply Dealers.

Sealed blankets fill usual 8 ft. wall height from floor to ceiling in *one operation*. Heavy duty nailing flange. Greater lengths on special order. Meets F.H.A. and Building Code requirements in nearly all areas.

NATIONAL GYPSUM CO.
BUFFALO 2, NEW YORK

Fireproof Wallboards, Decorative Insulation Boards, Lath, Plaster, Lime, Sheathing, Wall Paint, Rock Wool Insulation, Metal Lath and Sound Control Products.



FAMOUS NATIONALLY ADVERTISED GOLD BOND NAME

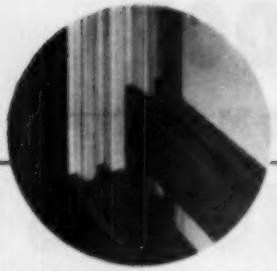
IT'S FIREPROOF CAN'T BURN

BUILT-IN VAPOR BARRIER!

8 FT. LENGTHS EASY TO HANDLE! GOES UP FAST!

You'll build or remodel better with

Gold Bond



YOUR HOME BUYERS WANT

IN ONE UNIT { EFFORTLESS WINDOW OPERATION / COMPLETE WEATHER PROTECTION

Dura-Seal Combination Metal Weatherstrip and Sash Balance provides weather protection, free, easy window operation and window beauty . . . *all in one unit.* It eliminates old style pulleys, cords, weights and box frames. It is used with a plank frame which permits the use of narrow mullions and trim. It provides an outstanding visual sales feature for your homes!

ZEGERS *Dura-seal*

COMBINATION

METAL WEATHERSTRIP SASH BALANCE

Dura-seal aluminum housings contain life-time cadmium-plated steel coil springs. These housings are attached to the jambs of a plank frame and fit into the grooves at both sides of the sash. *The springs are completely enclosed.*

A FEW OF THE MANY BUILDERS USING *Dura-seal*

- Windsor Village Project in Indianapolis, Indiana ..... 1000 homes
- Binford Project in Portland, Oregon ..... 274 apartments
- Roger Givens Project in Oklahoma City ..... 800 homes
- Lafayette Project, Fayetteville, North Carolina ..... 60 homes

FOR COMPLETE INFORMATION ON *Dura-seal*

SEE OUR CATALOG in SWEET'S FILE

SECTION 3e/3a

ZEGERS *INCORPORATED*

8096 South Chicago Avenue, Chicago 17, Illinois

Association News, cont'd

Name New Jersey Executive To Lead Mortgage Bankers

The president of the Mortgage Bankers Association of America for the 1950-51 term will be Milton T. MacDonald, vice president of the Trust Company of

M. T. MACDONALD

New Jersey, according to an announcement by the association's nominating committee at the spring meeting of the board of governors at the Drake Hotel, Chicago. He will succeed R. O. Deming, Jr., of Oswego, Kas., with formal election taking place at the group's annual convention in Detroit Sept. 27-29.

MacDonald, a native of Brookline, Mass., received his A.B. degree from Harvard in 1918 and is also an alumnus of the Graduate School of Banking of Rutgers University (1943).

Canadian Heads Vermiculite Group

Stanley K. Robinson of F. Hyde and Co., Montreal, Canada, was elected president of the Vermiculite Institute at the

S. K. ROBINSON

group's annual meeting in May at Washington, D. C. He succeeds W. R. Simpson of the Vermiculite Products Corp., Washington.

Other officers named were Walter J. Bein, treasurer; Edward R. Murphy, executive secretary; and C. A. Pratt and John Myers, directors.

SEAL-ALL CLIPS

Actual size of Seal-All Clip

A simple sturdy clip designed to interlock shingle sections and prevent raising of asphalt shingle tabs. The perfect clip for hexagonals, 3 in 1 strips and individuals laidup Dutch Lap method.

- Made of solid copper wire—pliable yet strong enough to anchor single sections.
- Cannot rust out.
- Hammer is only tool necessary.
- Easy to handle.
- Beauty of roof unmarred.
- Perfect on repair jobs to correct leaky, unsightly roofs
- Millions in use since 1935.

BUILDERS AND DEALERS! For complete information and free samples, write today.

SEAL-ALL CLIP COMPANY

BOX 3028 FLINT 1, MICH.

FOR BETTER CONTROL OF PRODUCT OR PROCESS . . .

22 BRANCH OFFICES

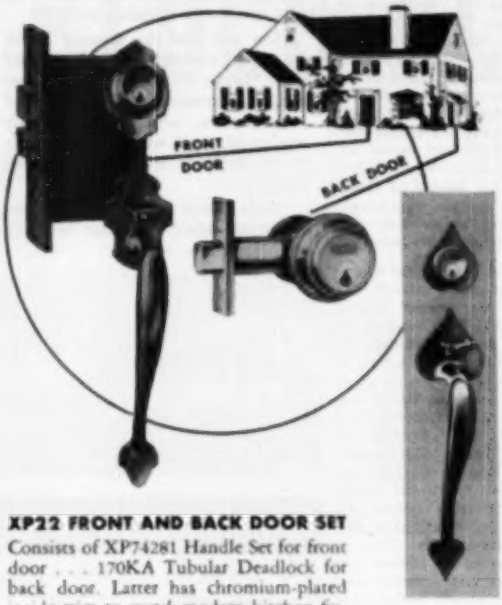
Baltimore 2, Buffalo 3, Cleveland 15, Detroit 8, Kansas City 2, New York 17, St. Louis 12, Birmingham 3, Chicago 5, Dallas 1, Glendale 1, Minneapolis 2, Philadelphia 23, San Francisco 7, Tulsa 6, Boston 16, Cincinnati 2, Denver 4, Houston 6, Newark 6, Pittsburgh 22, Seattle 1

...to serve you faster!

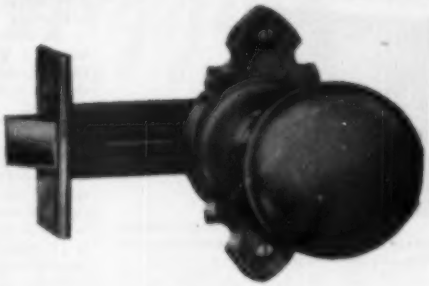
Whatever the CONTROL problem ...in heating, refrigeration, aircraft or industrial processing... there's a better solution at General Controls. So if you have a product or process where control is vital... check with any of the 22 General Controls Branch Offices for better results... faster!

GENERAL CONTROLS

Hardware that stands up to "hard wear."



No greater security . . . no greater convenience!



CR231 KNOB SET

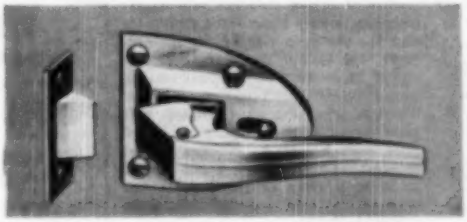
Offered in following styles—latch set, no locking on either side; bathroom set with push-button on rose, emergency key, chrome inside; bedroom set, push-button on rose, provision for emergency key. Automatic throw-off.

XP22 FRONT AND BACK DOOR SET

Consists of XP74281 Handle Set for front door . . . 170KA Tubular Deadlock for back door. Latter has chromium-plated inside trim to *match* modern kitchen fixtures. Front and back door keyed alike.

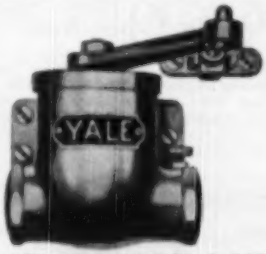
XH DESIGN Same combinations as XP22 Set.

First choice for screen doors!



1011 PUSH-PULL SCREEN DOOR CATCH

Heavy-duty catch for screen and combination doors. Works easy . . . no knob to turn. Sure-holding, positive lock. Quick to install. Rustless metal, bright brass finish.



570 SCREEN DOOR CLOSER

Liquid-type. Quick, quiet, complete closing. Easy to install and adjust . . . no reversing . . . screw holes spotted by full-size marker.

506 AIRLINER SCREEN DOOR CLOSER

Pneumatic-type. Adjustable spring is completely concealed against dirt and rust. Modern appearance, attractive finish. Easy to install on doors of either hand, inside or outside . . . requires only 2 in. between doors.

YALE

Sign of a Well-Built House

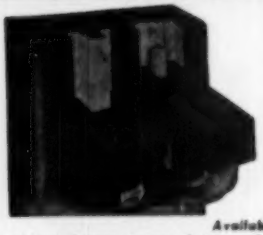
THE YALE & TOWNE MFG. CO.
Stamford, Conn., U. S. A.

The Milwaukee Combination

SASH BALANCE

and

WEATHERSTRIP



Available with or without bronze covers that completely hide spring, as shown above.

PERMITS REMOVAL OF SASH WEIGHTS, INSULATION OF MULLIONS.

Slash Labor Costs!

Simple installation allows one man to easily install 50 or more windows in 8 hours. No high-priced skilled labor needed. This means you can get more satisfied customers at lower cost . . . higher profit!

Tops in Operation!

Smooth, positive action; accurate balance, finger-tip control plus the perfect seal against draft, dust, moisture. No wood-to-wood contact. Prevents sticking windows and window rattle.

EFFICIENT LOW COST — TESTED APPROVED ACCEPTED — FOR OLD OR NEW BUILDING

ATTENTION MILLS AND LUMBER YARDS

IDEAL FOR PRE-FIT WINDOWS

Can Also Be Sold in Single Unit Packages

Mail this coupon today!

Milwaukee Ship Service, Inc.
4621-23 W. Lisbon Ave.
Milwaukee 8, Wisconsin

Please rush me folder A-7 and price list of Milwaukee Combination Sash Balance Weatherstrip.

Name

Address

City Zone State

Cortright . . .

(*Continued from page 69*)

"Another fundamental cause of dissatisfaction was that no government tenant was allowed to acquire the freehold of his home. This was a most important side of the opposition appeal to the people. Perhaps it would not be amiss if at this point I give you the policy of our new national government in a few words. After fourteen years of Socialism, which may be regarded as a fair test, our party came out with a plain and undisguised programme of Capitalism versus Socialism, of the value of the individual to the state and the danger of breeding up a tribe of people who sought to live easy on the various sops thrown to them by the government.

"Our new party says it has a programme of sound moral reform. The members of our party never 'leaned' on the government. They revived the age-old doctrine that a man has the right to create something, to own it, to sell it, to lease it, to give it away or to bequeath it without let or hindrance from an interfering state. They believed in God. They honour the King. They are loyal to the Empire. Indeed one might truly say that they are everything that a socialist is not. That is why the issue before the people at the election was so plain and straight and unmistakable. That is why the people polled the highest poll ever recorded in this country and that is why the National party, now in office, polled the highest poll ever recorded by a single party. They hold office with 52 per cent of the total votes polled.

"P.S. Of course, the National Association of Home Builders will realize from my hastily improvised statement that the whole policy of the government was to put the private builder out of business. With import control over building requirements a gradual 'squeeze' was effected. Socialists who have never been in business at all have been known to procure import licenses and then sell them to the trade at a good profit. This is one type of barnacle that finds socialism profitable."

Sweet . . .

(*Continued from page 68*)

istic one; and an American nation still not aroused to what it had wrought for itself out of its own avarice, greed, and unconcern.

I see myself being spoken to again by a curious little boy who is saying, "Grandfather I thought you were going to tell me about when Daddy was a little boy." He seems too young to understand such a transition from his father's childhood days to his own. I find myself diverting him with the suggestion that we turn on our telescreen and see what "Big Brother" has for us tonight.

your GHQ for steel service . . .

Here is a Service Department for builders — where expert engineers, designers, and estimators will help you solve any building problem.

You will find the answer to all your steel problems at International Steel. Large stocks of various steel shapes, standardized methods of manufacture, and a large, fully equipped plant enable us to make quick delivery of your structural steel.

Write today — let International help you solve all your building problems.

INTERNATIONAL STEEL CO.

1804 EDGAR ST., EVANSVILLE, IND.

Need a Chimney?

VAN-PACKER

PACKAGED CHIMNEY

BUILDERS

- **SAVE MONEY** Costs up to 50% less than brick.
- **SAVE SPACE** Hangs from ceiling or below joists. Use space underneath.
- **SAVE TIME** Install in 3 man hours or less.
- **AVOID JOB DELAY** Immediate delivery to job of complete chimney.

Meets FHA requirements

Underwriters' Lab. tested and approved for use with all fuels.

VAN-PACKER CORPORATION

136 S. Clark St.
Chicago 3, Ill.

BONDED HARDWOOD BLOCK FLOORING

by Higgins

WORLD-FAMOUS BOAT BUILDERS

SALEM RIDGE, RIDGEWOOD, N. J.
DEVELOPMENT CHOOSES HIGGINS FLOORING
FOR LIFETIME BEAUTY AND SERVICE

Gives you the advantage of quality flooring installations in HOUSING PROJECTS

Higgins Flooring helps you win more bids, finish more jobs per year—get your money in faster—win compliments from owners.

1. You buy Higgins Hardwood Blocks by net measurement—each one precision cut to 9" x 9" face. No dimensional loss allowance to make for tongues and grooves.

2. You install Higgins Blocks quickly, easily—over steel, concrete, any type subflooring. Can be laid in adhesive—or blind nailed.

3. No "lefts" or "rights" to slow you down. Pick any Higgins block: it fits. No waste by splitting when blind nailed: tongues are integral part of block, cross-grain-reinforced.

4. Blocks come with final luxury finish—no on-the-job finishing. Housewives like the easy, low-cost maintenance of a Higgins floor. These are just a few of the many profit features.

Higgins
INCORPORATED NEW ORLEANS

BONDED HARDWOOD BLOCK FLOORING

- Higgins Flooring Will Not Warp, Buckle, Cup, or Crack.
- Water-Repellent
- Climate-Proof
- Termite-Proof
- Rot-Proof
- Stain-Proof
- Easy to Lay
- Money-Saving
- Resists Abrasions

Mail this Coupon for Sample Block and Literature

Higgins Incorporated
Dept. 712
New Orleans, Louisiana

Gentlemen: Please send sample of Higgins Bonded Hardwood Flooring block, together with detailed literature.

First Name _____

Address _____

City _____ Zone _____ State _____

Your Name _____

shower doors and tub enclosures

QUICK SALE Gulfspray units are home-sale persuaders

GOOD-WILL BUILDERS lasting quality, heavy glass, durable metal, smooth operation mean prestige for builders

PRICED RIGHT volume-produced to keep costs down

STYLED RIGHT smart styles in variety of types and designs

For further details see or write:

Binswanger + co.

707 N. MAIN ST.
HOUSTON

15 conveniently located warehouses to serve you

Kitchens In Large Apartment Project Feature Good Planning

Kitchens in the Sherman Garden apartments, Evanston, Ill., illustrate how efficient planning can be achieved in a small space.

To provide more square foot area for other rooms in each unit, the kitchen necessarily had to be small. It was desired to have a service entrance from a rear stairway, a convenient entrance to an adjacent dining area, and yet have an uninterrupted work triangle set up between the three basic kitchen units—range, refrigerator and sink. This was accomplished by a broken L-shape kitchen arrangement.

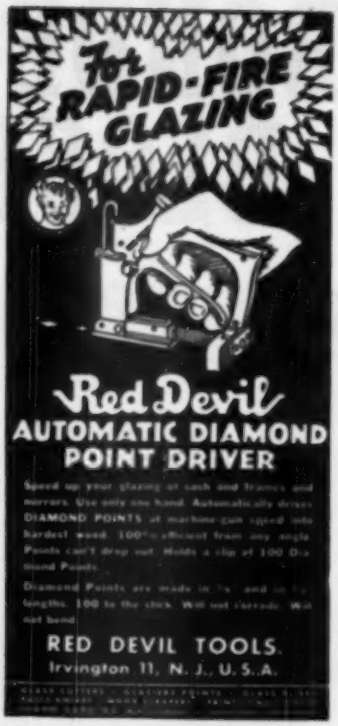
TYPICAL kitchen in Sherman apartments

Though the distance from sink to refrigerator is slightly greater than desirable, this arrangement was made in order to place the sink under the kitchen window. The refrigerator is located opposite this window wall (see illustration). As arranged, four features make the kitchens efficient: 1—Adequate counter space, 2—rear service entrance, 3—undisturbed work triangle (the path taken by the housewife between range, refrigerator and sink in preparing and serving meals), and 4—ample lighting over work counters and sink. Other features are easy-to-clean floor coverings and counter areas, and a handy folding table.

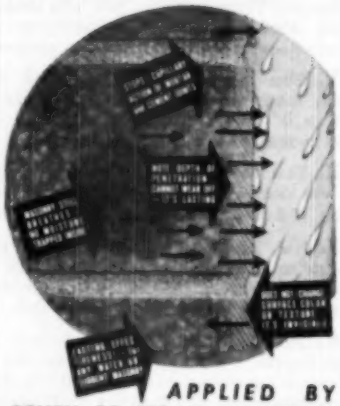
The apartments are constructed of concrete, brick and steel, and are designed for complete modern living. They include such features as radiant heat with individual control for each apartment, cold storage lockers, conveniently located lounges and playrooms, a children's recreation area and spacious garden court.

Kohler bathroom and kitchen equip-

(*Continued on page 206*)



TO KEEP OUT WATER —THOSE WALLS NEED CRYSTAL *Silicone* WATER-REPELLENT

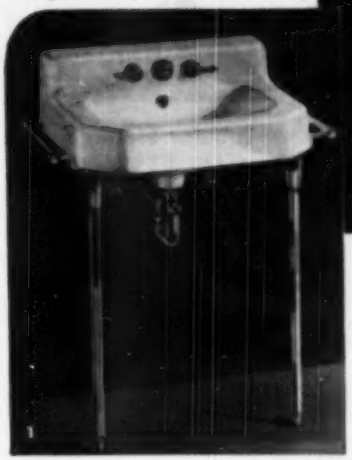


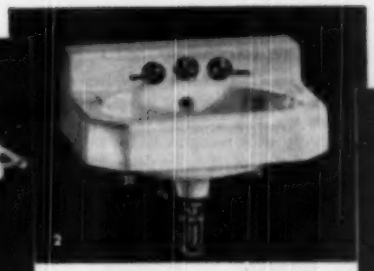
APPLIED BY BRUSH OR SPRAY . . . NOT A COATING—IT PENETRATES

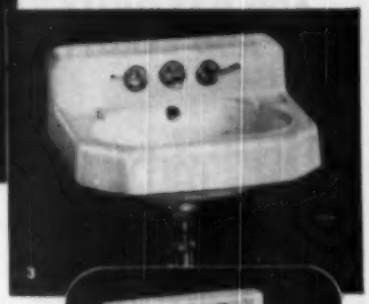
Brick, stucco, concrete blocks, pre-cast stone are rendered lastingly water-repellent by one easy application of low cost Crystal.

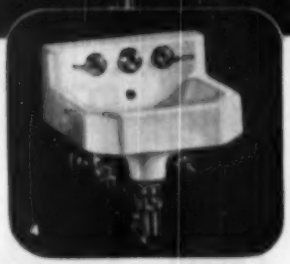
Write for literature and prices

WURDACK CHEMICAL CO.
4956 Fyler Ave. St. Louis 9, Mo.









1. **HAMPTON:** K-2710-A. 19 x 17", 22 x 19". Available without legs or towel bars.
2. **TAUNTON:** K-2740-A. 16 x 14", 20 x 14", 24 x 14".
3. **DELTON:** K-2745-A. 19 x 15".
4. **TRAVELER:** K-2750-A. 13 x 13".

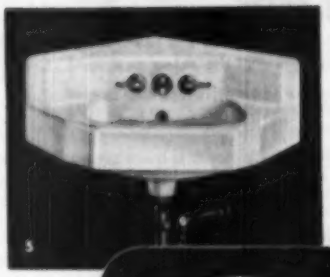
KOHLER

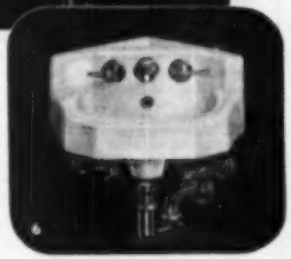
Enameled Iron LAVATORIES

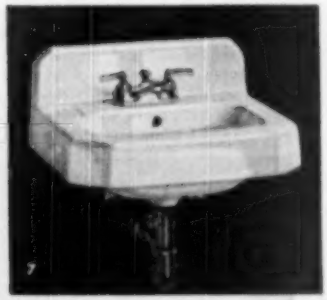
in types and sizes to meet every need

WHATEVER the need—you can win clients' approval with one of these eight lavatories. All have beauty of design and practical features that satisfy. And the name "Kohler" assures first quality—in materials, in workmanship.

Surfaces are lustrous, durable, glass-hard, easy-to-clean. Kohler enamel resists cracking or crazing because it is applied at high temperatures to iron cast for rigidity. The chromium-plated brass fittings are engineered for highest efficiency and long service. Dept. 13-P, Kohler Co., Kohler, Wisconsin.





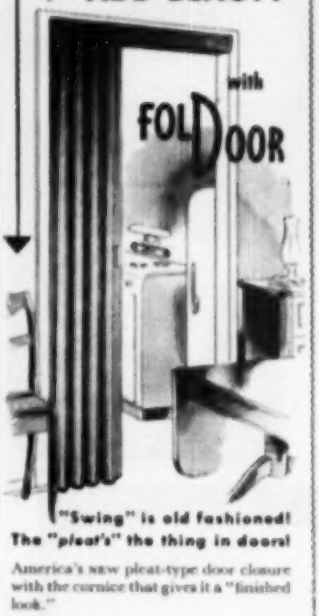


5. **MARSTON:** K-2760-A. 16 x 16", (sides).
6. **MARFIELD:** K-2770-A. 11 x 11", (sides).
7. **HUDSON:** K-2825-C. 20 x 18", 22 x 19".
8. **WESTCHESTER:** K-2790-C. 24 x 20".

KOHLER OF KOHLER

PLUMBING FIXTURES · HEATING EQUIPMENT · ELECTRIC PLANTS · AIR COOLED ENGINES

SAVE SPACE + ADD FLEXIBILITY + ADD BEAUTY



"Swing" is old fashioned!
The "*pleat's*" the thing in doors!

America's NEW pleat-type door closure with the cornice that gives it a "finished look."

folDoor is the ANSWER to SPACE SAVING, to an unheard of FLEXIBILITY of room-arrangements, to new, up-to-the-minute BEAUTY.

folDoor is the best looking door closure you ever saw. Folds into beautiful pleats into an unbelievably small space, can be operated by a child . . . and open or closed, retains its beautiful pleated lines to add charm to any room.

Built on a rugged, rust-resistant steel frame, folDoor comes in a wide choice of beautiful, colored plastic fabrics to harmonize with any color scheme and is topped off with an attractive, formed cornice that gives it a "finished look."

folDoor is the IDEAL closure for CLOSETS, ROOMS, ALCOVES, and can be used to excellent advantage for PARTITIONS . . . fits into all homes, modern as well as period . . . just the thing for stores, schools, offices and institutions.

Available in STOCK and MADE TO ORDER sizes. Write for descriptive literature and specifications.

Excellent Installing Distributor Territory Still Open. Write for Information.

FOLDOOR

HOLCOMB & HOKE MFG. CO., INC.

1545 Van Buren Street, Indianapolis, Indiana

W. C. Coleman Honored On 80th Birthday

William C. Coleman, president of the Coleman Company, Inc., celebrated his 80th birthday on May 21, receiving wide recognition for his 50 years of service as an inventor, industrialist and church and civic leader.

In Wichita, Kas., where Coleman has lived for more than 48 years,

W. C. COLEMAN

Mayor Earl K. Duke proclaimed May 14-20 "Coleman Week." The week was climaxed by a Chamber of Commerce dinner at which the principal speaker was Arch N. Booth, manager of the Chamber of Commerce of the United States.

During the week congratulatory messages were received from President Truman, Gen. George C. Marshall and many other government and business leaders. The total of such messages was estimated at 2,500.

At the end of the week-long celebration, Coleman disclaimed all thoughts of retirement and announced plans for considerable business activity.

Apartment Kitchen

(*Continued from page 204*)

ment is used exclusively throughout the 132 apartment units in the new structure which contains 13 apartment with two bathrooms, 40 units with one bathroom and a washroom and 79 others with a single bathroom.

Sherman Gardens were developed by 33-year-old Herbert S. Greenwald, Chicago. Architects were Holsman, Holsman, Klekamp and Taylor.

SHERMAN GARDEN APARTMENTS, in Evanston, Ill., have wide window areas in living rooms overlooking spacious lawns

BIL-JAX

Tubular Steel

SCAFFOLDING and EQUIPMENT

Scaffolding of any height and length can be erected quickly with aid of diagonal braces.

Tubular steel trestle builds to any height by adding ladder sections. Ideal for builders, painters, roofers, ceiling men.

pays for itself on all kinds of BUILDING JOBS!

Now . . . attach and remove braces *without removing wing nuts.* No tools required. Exclusive Bil-Jax brace lock cuts to a fraction the time usually required to erect or take down steel scaffolding.

Available on a sale or rental basis. Write for details.

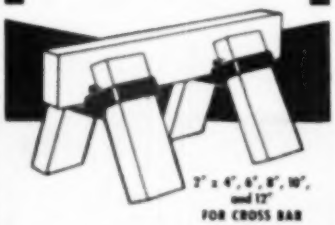
BIL-JAX · INC. · ASSEMBLED OHIO

Jiffy

SAWHORSE BRACKETS

SET UP OR TAKE DOWN WITHOUT NAILS OR BOLTS

2" x 4" FOR LEGS



Timesaver for contractors, builders, painters, paper hangers.

COLORFUL COUNTER DISPLAY PACKAGE SELLS

$1.50 Display it on your counter. Retail $1.50. Slightly higher in West. Order from your jobber or direct from us.

GRAND HAVEN STAMPED PRODUCTS CO.

GRAND HAVEN, MICH.

Emphasis on 'Extras' Help Pre-sell 65-Home Project

A well-planned model home brings more than enough purchasers to Texas Development

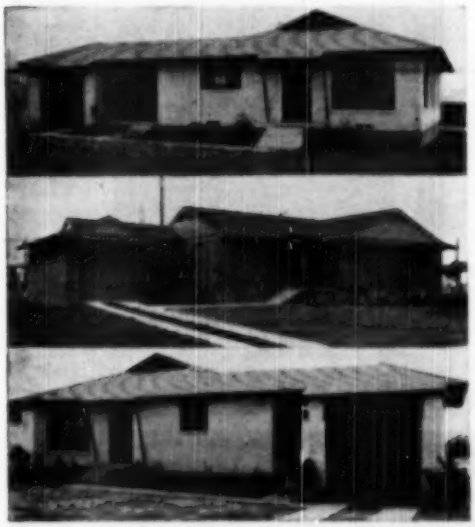
EMPHASIS on features which contribute to greater living comfort and attractiveness resulted in sales of 35 to-be-built homes from a single Sunday open house at one completed model home in a 65-home project developed by the Fred L. Galbraith Co., Dallas, Texas. The remaining homes in the project were sold soon after, and enough firm, active applications were left over for the Galbraith company to sell the majority of another group planned for spring construction.

DEVELOPMENT was supervised by Fred L. Galbraith, left, head of company and James O. Abston

Site of the project, now nearing completion, is the Berkshire district in Dallas. It has curving streets and irregularly shaped lots varying between 60 and 120 feet in width.

Eleven different plans were developed for two- and three-bedroom houses of brick veneer exterior. Each was planned in three different elevations, so that in the entire group there would be only two houses alike. And under the Galbraith plan even the "duplicates" could be individualized through selection of color and trim details by the home buyer.

(Continued on page 209)



THREE Galbraith homes show how diversity was achieved

White Fir, thanks to the care given its production by member mills of the Western Pine Association, will stay straight in the yard and on the job. It saws and nails easily—takes and holds paint, enamel and natural finishes excellently.

White Fir is an excellent all-purpose, economy wood for concrete forms, sheathing, subflooring, and roofing lumber; for joists, studs, rafters, sills and plates; for interior and exterior trim and mill work; for industrial boxes and crates.

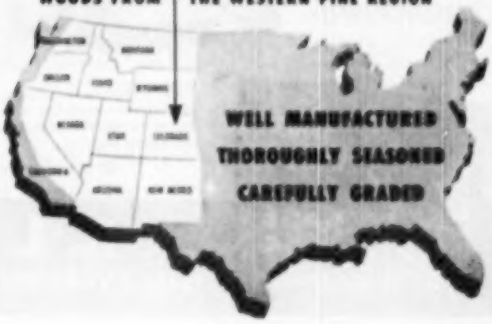
For more information about White Fir send for free illustrated 56 page book. Address—

WESTERN PINE ASSOCIATION
Yeon Building • Portland 4, Oregon

THESE ARE THE WESTERN PINES — Idaho White Pine, Ponderosa Pine, Sugar Pine

THESE ARE THE ASSOCIATED WOODS — Larch, Douglas Fir, White Fir, Engelmann Spruce, Incense Cedar, Red Cedar, Lodgepole Pine.

WOODS FROM THE WESTERN PINE REGION



Plan 'Report to the Public' For National Home Week

Plans for National Home Week, to be observed from coast-to-coast September 10-17 are currently being worked out in detail, it has been announced by the three major business groups sponsoring this year's observance — the National Association of Home Builders, the National Retail Lumber Dealers Association and the National Association of Real Estate Boards. The Week will be used for a "Report to the Public" on the achievements of the private industry home builder and allied interests and will include civic celebrations, exhibitions of building materials and construction projects, exhibit homes, parades, lectures, special newspaper displays, radio presentations, and other activities.

In observing the Week, individual home builders, realtors and lumber yards will set up exhibit houses and other displays for public inspection. There will be on-site demonstrations of building methods; displays of new materials, equipment and home appliances; model homes, and general "open house" throughout the building, real estate and building supply business.

Since first National Home Week was staged in 1948, with local celebrations sponsored by home building associations, the event has grown into a major observance, with several million persons visiting display houses and studying demonstrations of modern building practices. The builders were joined by manufacturers, banks and financing institutions, building suppliers and others in the industry. This year, the two associations representing the real estate and lumber and supply business formally added their sponsorship, thus greatly broadening the scope of the event.

A statement issued jointly by the NAHB, the NAREB and the NRLDA said:

"National Home Week will be a gigantic educational effort to enable the American public to learn more about home building and home ownership.

"The home building industry is in the midst of the greatest house construction program the world has ever seen. Every 30 days, home builders and those who supply materials and handle property are providing enough new houses to make a city the size of Denver, Colo., Louisville, Ky., or Columbus, Ohio.

"This great program, which is enabling more than half of all American families to own their own homes, is a great achievement. Because people everywhere are interested in home building, National Home Week will be sponsored in every city to enable citizens to understand more fully how homes are produced; what makes good houses, and how home ownership can easily be attained by average families.

"Everybody likes to watch building, and to see new homes. National Home Week will make this possible on a gigantic scale."

The three associations stressed that all branches of the industry, from manufacturing and supplying through building and financing will have a chance to participate in the Week. Each city will have its own celebration under the direction of a local committee.

Hardwood Flooring Sales Up

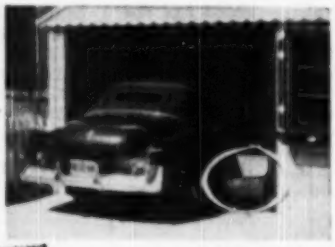
Maple Flooring Manufacturers Association member and non-member manufacturers of Northern Hard Maple, Beech and Birch flooring reported new orders booked in the amount of 23,675,000 feet for the first four months of 1950. This is an increase of 58.6 per cent over the same period in 1949, according to figures released by the statistical department of the MFMA.

9 FEET WIDE!

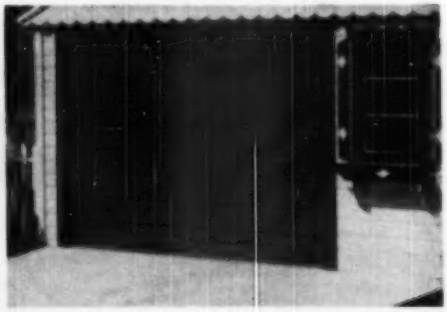
THE NEW STANDARD WIDTH GARAGE DOOR

In this TAYLOR exclusive (patent pending) the door face is an integral part of frame making a stronger, lighter door. Sturdily constructed of rust-resistant Galvannealed Steel, this door requires no primer coat. Galvannealed Steel costs 20% more, but we sell at competitive prices.

Write now for prices and further information. We can make IMMEDIATE DELIVERY.



Fully receding-track type door. Notice how even the widest car leaves so much extra space for getting in and out.



Door has distinctive horizontal lines. Two lock catches on either side of door assure tight closure. Windows available.

Doors also available in 8' x 7' single and 16' x 7' double sizes.

Taylor Made GARAGE DOORS

R. L. TAYLOR INC.

12480 EVERGREEN ROAD • DETROIT 28, MICHIGAN

Emphasis on Extras

(*Continued from page 207*)

Once the basic designs were set, care was put into the selection of the "extras" for livability and charm. Because Dallas is in a region of high summer warmth, particular attention was paid to the summertime comfort factors and equipment which would contribute to shading and cooling the homes.

Among the features were the buyer's choice of colors and of the exterior brick and trim, built-in wardrobes and dressing tables, all-tile baths and showers with tile dressing tables and colors in bathroom fixtures, screen door grills and central heating.

Kaiser Aluminum shade screening was installed in all windows and screen doors. Attic exhaust fans were installed as standard equipment, and custom-made venetian blinds were made standard.

To give the purchaser all assistance possible with decorating and furnishing problems, the services of an interior decorator were offered.

G.I. and FHA financing were arranged for each of the planned homes, with the prices ranging from $9,800 to $12,500.

WINDOWS and door application of Kaiser screening

Full-Page Open House Ad

Announcement of the open house was made through a full-page advertisement in a Dallas newspaper, and between 8 o'clock Sunday morning and 6:45 that evening from 3,500 to 4,000 persons inspected the model home.

This open house, with the selling emphasis put on the plus-provision for better living, brought 25 immediately-consummated sales before the day was over. Within the next two or three days ten more sales were concluded to other families. The model was priced at $11,000.

Without further advertising, the model home was kept open for a few more Sundays, but soon was closed because all of the homes were sold. In addition, Galbraith acquired from visitors a list of over 50 applicants for homes in the company's next project.

Many of the buyers paid down on deposit much larger payments than the minimum required under financing plans, and all were encouraged to do so, according to James O. Abston, Galbraith general manager.

"We seek to build homes, not just houses," he declares. "The additional features are what people want in their homes today. The appeal of these features does a selling job that actually gives the home-buyer greater value by helping to bring down building costs."

THE BEST FOR LESS!

when you install a

Bilco

TRADE MARK

Copper-Steel **CELLADOOR**

Modern design, finest materials, top craftsmanship make the Celladoor vastly superior to ordinary, old-fashioned wooden basement doors. There's simply no finer door made . . . at any price!

SAVES YOU TIME LABOR, MONEY!

You can install the Celladoor in as little as ten minutes . . . as pleased builders everywhere can testify. And there's nothing to go wrong. No breakdowns, repairs, or maintenance for your customers.

SATISFIES YOUR CUSTOMERS KEEPS THEM SATISFIED

The Celladoor opens the way to new living pleasure! And it keeps giving pleasure for a lifetime. It's super-safe, fool-proof, weather-tight, fire-proof, and flatters every home. Bilco performance means happy customers . . . better business for you.

THE BILCO CO., 165 Hallock Ave., New Haven, Conn.

Please send me all the facts that prove the "best costs less" when I install Bilco Celladoors.

Company Name _____ ☐ Architect

Address _____ ☐ Builder

City _____ Zone ____ State _____ ☐ Dealer

STANLEY RULES

'Every inch' a better rule!

"ZIG-ZAG" RULES

Nickel silver joints are rust-proof and assure easy action . . . long life. Large numerals are easy to read. Durable waterproof finish on all sticks. 6 and 8 foot. Look for the green ends.

No. 106

Stanley Rules are accurate, durable and easy to read . . . . so simply constructed that there is virtually no mechanism to wear, clog or get out of order. Rules—for every purpose—are part of a complete line of Stanley Tools designed with all the exclusive features for long, dependable service. Look for the famous trade mark, at your hardware dealer's. Stanley Tools, New Britain, Connecticut.

"PULL-PUSH" RULES

Blade is rigid for measuring straight — flexible for measuring curves and angular surfaces. Model shown comes with either nickel plated or white enamel blade, 6, 8, or 10 ft.

No. 346W

THE TOOL BOX OF THE WORLD

STANLEY

Reg. U.S. Pat. Off.

HARDWARE • TOOLS • ELECTRIC TOOLS
STEEL STRAPPING • STEEL

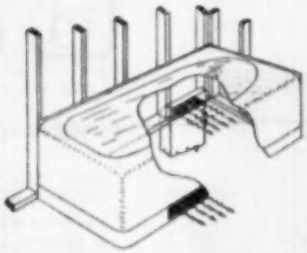
Design Heating Systems

(*Continued from page 168*)

convenience facilities which are possible as a result of the applicational flexibility of the warm air winter air conditioning system. An example is the installation of an extra large register or big damper in the side of the warm air trunk running through the laundryroom so that when wash day weather happens to be damp and muggy the circulation of warmed air in the laundry room can be used to dry clothes quickly.

Another help for the housewife is to have a warm air register located in the space used for hanging wet tea towels under the kitchen sink. This arrangement makes a fine towel dryer and also serves to keep this area well ventilated.

The heating system can also be used to overcome the inconvenience of a cold bathtub. The tub is placed on a small platform which has been built



TUB mounted on pedestal is warmed by air circulating from wall stack head located under bath tub—into room through grille

up from the floor. Warm air is circulated under the tub and out through a grille opening in the baseboard wall of the platform. Incidentally, by thus raising the tub it is made easier to clean and it also makes it much easier for Mrs. Client to reach "Junior" when giving him his bath. By raising the tub just this much over the trap will also serve to speed tub drainage.

The housewife will appreciate a small warm air register mounted on the bathroom wall about 40" from the floor that serves as an excellent hair dryer after shampooing.

These extra little design touches add sales appeal to the house.

It goes without saying that the architect will want to select his heating consultant judiciously and analytically, making certain beforehand of his experience and competence in his profession. Included among his qualifications should be a complete comprehension of the various physiological comfort requirments of the human body (of which heating is only one)

(*Continued on page 212*)

BATHROOM LIBRARY

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- Same construction features as above

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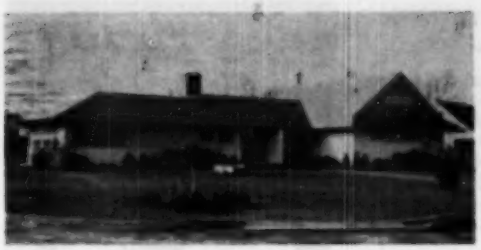


NEW model home in Newell and Daniel Lake Success development

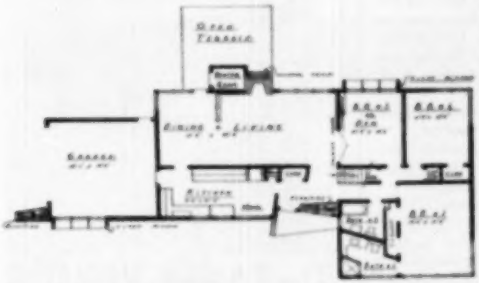
Exhibit Home Offers Convenient Features

A NEW "House of the Year" was opened in May by Newell and Daniel, New York developers, in their community in the Village of Lake Success, Long Island. The three-bedroom home, priced at $26,900, was designed to afford convenient access from its entrance to every part of the house without requiring the crossing of other rooms.

The exterior of the exhibit home has a combination of brick and stained cedar shingles, with slate-surfaced asphalt shingle roofing. Its over-all length is 78 feet, providing a low, rambling effect despite a usable second floor.

Built-in features include a wardrobe closet which occupies an entire wall of the master bedroom, a combination cabinet and dressing table with Formica top and recessed sink in the master bath, and a bookcase in the third bedroom. The latter room, separated from the living area by folding doors, can be used as a den or television room.

A solid window wall separates the living-dining room from the open terrace, affording a view of the rear garden and barbecue grill. The garage has a rear door for deliveries and a door to the kitchen. Kitchen equipment includes a 10-cubic foot refrigerator, electric push-button range, clothes



FLOOR plan shows convenient access to all rooms from kitchen

washer and dishwasher, an 8-cubic-foot freezer, steel cabinets and Formica work tops.

Floors, except in kitchen and bathrooms, are hardwood. Bathrooms have glazed colored tile and colored fixtures. There is a finished stairway to the second floor, where additional rooms can be added. Panel heating is installed.

Some homes in the new group will be priced from $23,900, without the expansion attic and some of the exhibition home's other features. Newell and Daniel expect to complete the first 54 homes in the group this year. The builders said that the community, when completed, will consist of approximately 500 homes, of which nearly 400 have been completed and occupied.

Hidalift

THE 100% CONCEALED SASH BALANCE

designed for easy, fast installation . . . smooth, lifetime operation

Out of sight — ready for action
Hidalift is completely concealed in the sash *at all times* . . . assures a neat, unmarred window appearance.

Available in two types
Furnished in either the cup type or "L" hinge attaching bracket. Packaged complete. Each set includes four balances ready for quick, easy installation.

Exclusive Hidalift tensioning screw
A feature of both cup or "L" type. The tensioning screw allows simple adjustment at any time after installation with an ordinary screwdriver.

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FASCO Tips the Scale!

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Automatic Kitchen
VENTILATORS
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Mounts anywhere in ceilings or through cabinets or in inside wall directly above stove

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(8")
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Automatic
Outside Wall
Ventilator

● Quick, low-cost installation! Beautiful! Cash in on the sales appeal of a FASCO-equipped kitchen . . . sell homes *faster* to value-wise prospects. (*Over 15,000 in Levitt Houses alone!*)

WRITE, WIRE or PHONE for complete information. FASCO Industries, Inc., 25 Union St., Rochester 2, N. Y. (Phone HAmilton 1800.)

FASCO
INDUSTRIES, INC.
ROCHESTER 2, NEW YORK

Design Heating Systems

(*Continued from page 210*)

as well as the available means of meeting these requirements. He should have a mental appreciation of the design objectives towards which the architect is striving. He should be flexible in his approach to the problems of meeting the heating needs of the house which is being designed, and be able to offer suggestions.

A major contribution of the National Warm Air Heating and Air Conditioning Association to the heating design needs of both the architect and the heating contractor has been the publication by the National Warm Air Heating and Air Conditioning Association of a full library of methods manuals. Written in practical, easily understood terminology these manuals contain the industry-accepted standards for designing and installing each of the conventional types of warm air heating systems.

Included among these manuals are:

Manual 1 — How to Make a Comfort Survey — How to Make Floor Plans
Manual 2 — How to Check Frame House Construction
Manual 3 — How to Figure Heat Losses
Manual 4 — Warm Air Perimeter Heating
Manual 5 — Code and Manual for Gravity Systems
Manual 6 — Code and Manual for Changing Forced Air Systems to Continuous Air Circulation
Manual 7 — Code and Manual for Winter Air-Conditioning Systems
Manual 7A — Code and Manual for Ceiling Panel Systems
Manual 8 — A Yardstick for Classifying Warm Air Winter Air Conditioning Systems
Manual 9 — Code and Manual for the Design and Installation of Warm Air Winter Air Conditioning System for installations beyond 120,000 B. t. u. (large residences and non-residential building).

Faithful adherence to the design and installation data contained in these manuals, coupled with the skilled craftsmanship of a reputable heating contractor, will guarantee a comfort-producing warm air heating system. Planning the system in coordination with planning the house will result in an integrated design that is efficient and effective . . . from either the standpoint of sales appeal or that of client satisfaction.

PRECISION
folding stairway

● No springs—Actuated by counterweights
● Easy to operate
● Safety treads on steps
● Insulated door panel
● Requires no attic space
● Shipped in one package

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PRECISION PARTS CORP.
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The RANGE-VENTOR SELLS HOMES

This engineered appliance acts like a vacuum cleaner . . . quickly removing greasy cooking fumes at their source. Available in standard and special lengths to suit factory or carpenter built cabinets the handsome, chrome trimmed canopy comes in baked-on, white enamel or Monel. It protects walls, eliminates odors and provides shadowless illumination. It's a "plus value" that helps sell homes.

Request Bul. 507

Universal Blower Co.
Birmingham 3, Mich.

ORANGE grove furnishes setting for concrete block home project

Low-Cost Concrete Block Houses Find Ready Market

SOUND values in concrete block houses featured a 400-house tract built by H. R. Wilson and Associates, Pasadena, Calif., in an orange grove near that city. The first group—74 homes—was sold within three weeks after completion at $5,500.

Known as Security Homes, the houses are constructed of pumice hollow-tile blocks, reinforced vertically and horizontally with steel and concrete. The blocks form both the interior and exterior surfaces. On the interior they are finished with a cement paint called Texolite; and a variation of the same paint, made with an oil emulsion base, is used on the outside.

The four-inch concrete floor on 18-inch foundations is underlaid by an asphalt membrane. The 2x8 ceiling joists are exposed on the underside, as are the 1-inch T and G boards over them. Two layers of roofing felt are hot-mopped on the boards and covered by aluminum foil.

The house contains 635 square feet of floor space and has a 13x16 living room, a 10x12 kitchen and two bedrooms, 8x12 and 10x12. Asphalt tile flooring covers the kitchen, bath and hall. All-steel sash and copper screens are used.

Lots in the development average 60x105 and both a 15-foot cesspool and a two-compartment 750 gallon septic tank are provided. Streets are paved and cost of utilities borne by the developers. There are 12 elevations of the plan.

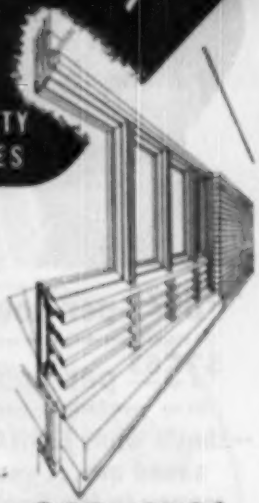
INTERIOR view showing exposed joists, painted block walls, large glass area.

Floor plan, right: Bedrooms are separated by one thickness of ½-inch gypsum wallboard. Neither bedroom has doors

Now Ready

TO INSTALL

IN STOCK SIZES FOR A WIDE VARIETY OF WINDOW TYPES

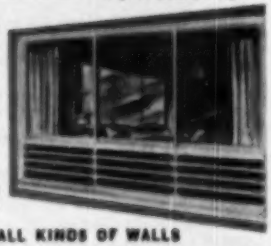


PRECISION-BUILT FOR DRAFTLESS VENTILATION

These new windows provide maximum visibility plus a minimum amount of infiltration or heat loss. They are suitable for all kinds of weather conditions . . . adaptable to almost any architectural specification . . . permit the use of narrow mullions and trim for more attractive exterior and interior appearance. Special sill construction, and stops used supply a snug job. No rain or snow can enter.

SOLAR AIR-FLO

ENGINEERED ALL WEATHER Windows



Louvered sections are placed at top, bottom or sides of stationary window pane, according to design requirements. Baffle doors regulate circulation of fresh air, winter and summer. Screens concealed in *air-flo* section, removable from inside, for cleaning. Solar areas can be glazed with single, double or triple plate glass, according to climate.

INSTALLED IN ALL KINDS OF WALLS

Solar *Air-Flo* windows may be installed in any and all kinds of wall construction. The unit comes assembled and ready to place, complete with all exterior trim. No precision work or special tools are needed. Window frames and all sectional parts are precision-built of both treated wood and extruded aluminum, according to customer's requirements.

Solar *Air-Flo* windows can be used effectively in homes and commercial buildings, for building or remodeling. They combine beauty with utility. Learn more about these versatile units and their reasonable cost. Cash in on national advertising now appearing in leading magazines. Profit-wise dealers and builders will write NOW for specification data.

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Send me free descriptive literature on Solar Air-Flo windows.

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"$86.28 per house
(13 sqs. asbestos shingles on gypsum)
$75.63 per house
(13 sqs. wood shingles on gypsum)
—that's what ES-NAILS saved me . . . good money in the bank!"
—says a prominent New Jersey builder.

In full, he stated: "I use ES-nails to attach both wood and asbestos shingles directly to gypsum sheathing—and they really do a job.

"ES-nails give better results than other types of construction . . . we are highly pleased with their locking ability—and use them exclusively."

Other practical reasons for using ES-nails include: their ease of application—no special tools are required, use a regular shingling hatchet or carpenter's hammer . . . they are self-locking, attaching wood or asbestos shingles directly to gypsum or insulation sheathing . . . and they can be driven at *any* convenient point—no need to locate studs.

For more information about the value of ES-nail construction—and the savings it will mean to you, call your supplier, or write: Elastic Stop Nut Corporation of America, 2330 Vauxhall Road, Union, New Jersey.

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Available through Johns-Manville Sales Corp., National Gypsum Co., Weatherbest Corp., Cree-Dipt Co., Inc., Keasbey and Mattison Co., and American Stained Shingle Co.

CERTIGRADE SHINGLES

Approved by the Red Cedar Shingle Bureau, Seattle, Washington, representing manufacturers of Certigrade Shingles.

INDUSTRY BRIEFS

Samuel L. Cribari has been elected a vice president of **Marquette Cement Manufacturing Co.** He will continue to be in charge of all sales divisions of Marquette and its subsidiary companies, a function he has handled for seven years as assistant to the president. The appointment climaxes a career begun as an office boy in 1920. After a seven-year apprenticeship during which he attended night school Cribari was made assistant credit manager in 1927. Three years later he became Southern credit manager in Marquette's Memphis, Tenn., office. In 1933 he returned to the company's general offices in Chicago as credit manager. Two years later he was appointed assistant treasurer and in 1943 became assistant to the president, charged with full sales responsibilities.

CRIBARI

• • •

Douglas G. Pilkington, formerly western advertising manager of Progressive Architecture, has been appointed field representative for the wood window industry. Announcement of the appointment was made by E. W. Rudklick, general manager of Ponderosa Pine Woodwork, Chicago. Pilkington joined Progressive Architecture in 1943, serving until March 1950. Prior to that he was in charge of lumber dealer products in the Chicago area for the National Gypsum Co.

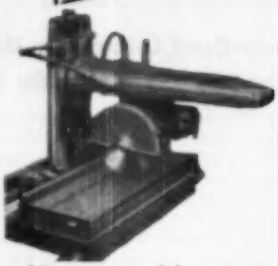
PILKINGTON

• • •

Herbert Malarkey, formerly president of M and M Wood Working Co., makers of Malarkey Plywoods and doors, announced his retirement from active management late in April. Simultaneously **Thomas B. Malarkey,** former vice president and secretary, was elected executive vice president to assume management of the corporation. Former president Malarkey, who served 28 continuous years with M and M, said he had "long contemplated" withdrawing from active service. He will continue to serve as a member of the board of directors.

T. MALARKEY

EXTRA MONEY
with the
WALLACE No. 1 RADIAL SAW



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SAVES TIME
Inset shows how Symons System saves time in erecting and stripping forms. Bolt passes through 2 x 4 stub and tie loop. Wedge secures the assembly. This simple device cuts forming time 50%.

SAVES LABOR
Harry G. Debring, Foreman, Taylor Brothers, South Bend, Ind., states "Seven men set up the forms for a 26' x 27' foundation in one hour and fifteen minutes."

SAVES COST
With Time and Labor cut in two . . . Plus savings in nails, spreaders, waters and bracing . . . Plus for greater reuse of forms . . . Costs drop to a new low.

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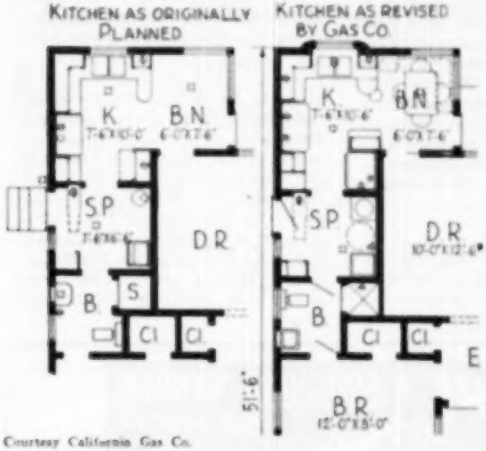
How Simple Changes Add To Kitchen Efficiency

A PRACTICAL example of the work of the Kitchen Planning Department of the Southern California Gas Company can be found in the study of a plan prepared for Wm. R. Flournay by his architect and the same plan as revised by the Gas Company. In the original plan the toilet in bath No. 2 was on the righthand side of the room. By the simple expedient of moving it to the other side, a straight passageway through to the service porch was provided eliminating the jog, the door opened flat against the wall instead of bumping the toilet, and six inches of space was gained and added to the bedroom closet.

In the service porch the space for the shower, laundry tray, automatic washer and water heater was very tight so



Courtesy California Gas Co.

THOUGH changes in revised plan, above, seem to be slight, notice extent of added utility provided in the same over-all area

the studs at both ends of the space were turned flat allowing two more valuable inches. On the opposite wall the window was placed over the toilet to make room for a cabinet over the lavatory. A 40 gallon water heater was installed instead of the 30 gallon size which would not have taken care of this growing family, and the heater was raised so a cabinet could be placed under it. The light fixture was moved off center to eliminate shadows. The convenience outlet at the ironing board was placed high on the wall so that the cord would be high as a convenience to the ironer. The broom closet was divided into two sections—the top section for brooms and mops and the bottom for soaps and powders, making them easy to reach.

The general layout of the kitchen remained the same but many refinements were made. The space for the refrigerator was increased so a larger box could be installed; the cabinet over the refrigerator was pulled out 6 inches and vented to the attic for free circulation of air; a false wall was placed along the refrigerator permitting cabinets and counter space on the other side; this was a valuable addition because counter space was needed there to facilitate serving to the dining room and it also made a convenient storage for dishes used in the dining room.

The range was moved so there would be room for a floor-to-ceiling pot and pan cupboard and enough additional room for counters on both sides of the range permitting the housewife to use both sides when serving from the range.

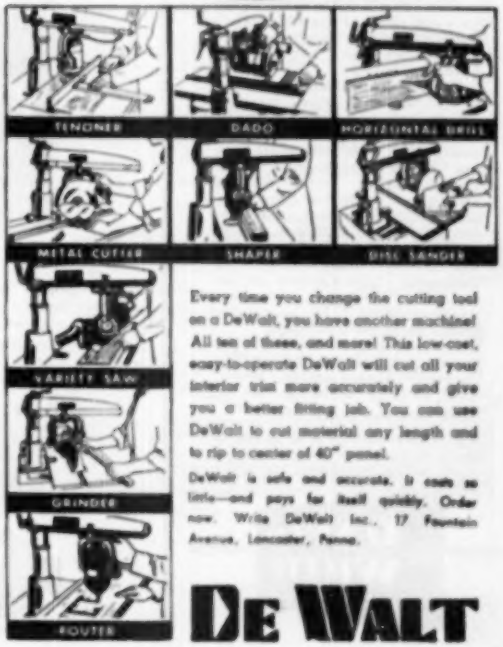
10 POWER MACHINES IN ONE!

FOR "FINISHING" YOUR HOUSES

DE WALT

RADIAL ARM SAW

½ H. P. 110 Volts Direct Drive. 8" saw cuts 2" thick. Weight, 115 lbs.



Every time you change the cutting tool on a DeWalt, you have another machine! All ten of these, and more! This low-cost, easy-to-operate DeWalt will cut all your interior trim more accurately and give you a better fitting job. You can use DeWalt to cut material any length and to rip to center of 40" panel.

DeWalt is safe and accurate. It costs so little—and pays for itself quickly. Order now. Write DeWalt Inc., 17 Fountain Avenue, Lancaster, Penna.

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Avoid costly errors with this . . .

NEW UNIVERSAL Level Transit

Now David White offers you, *at the lowest price anywhere*, the finest of Universal Level Transits with 4½" protected arc, internal focusing and coated optics.

Don't wait if you're in the market for a new all-round practical builder's instrument — see the improved new David White Model 3000 Universal Level Transit now.

You'll find this instrument properly used will be your best insurance against costly layout and building errors. The new 4½" protected arc means easier, more accurate readings, less likelihood of instrument damage through accident. Internal focusing assures you of dust and dirt-free inside lens surfaces, better protection for optical parts and mechanism. Coated optics mean clearer, distort.-on-free images, sharper definition, positive readings at greater distances and under adverse conditions. Instrument spindle supported on ball bearings for perfect horizontal adjustments.

Ask your nearest dealer to give you complete information on this and other fine engineering instruments. Or write direct to David White Co., 511 W. Court St., Milwaukee, Wis.

We offer complete, prompt repair service on all makes of instruments — levels, transits, theodolites, etc.

DAVID WHITE COMPANY

INDUSTRY BRIEFS

Roy C. Ingersoll, previously vice president of **Borg-Warner Corp.,** was elected president to succeed **C. S. Davis,** president of the corporation for the past 21 years, at a recent meeting of the board of directors. Davis was elected to the newly created office of chairman of the board. **G. A. Shallberg,** previously executive vice president, was named chairman of the executive committee. Ingersoll, in addition to his duties as president, will assume the duties formerly assigned to the office of the executive vice president. Both Davis and Shallberg will remain active in the corporation in their new positions. A new vice president of Borg-Warner also was announced. He is **A. P. Emmert,** of Muncie, Ind., president of the corporation's Warner Gear Division, a position which he will continue to hold. There are three other Borg-Warner vice presidents—**H. E. Blood, J. L. Dryden and G. P. F. Smith.**

• • •

The appointment of **Gordon G. Morrison** as manager of the company's sales training department has been announced by **Marvin Greenwood,** general sales manager of the **Celotex Corp.** This department has been newly formed to co-ordinate all present sales training activities and to expand these efforts into a broader over-all program.

• • •

The Nichols Wire and Aluminum Co. has announced the appointment of **E. C. Manix** as general sales manager. Manix has been associated with the company since early in 1947, in the position of sales manager, eastern division, with offices at South Deerfield, Mass. Before his association with the Nichols Co. he operated the Arms Manufacturing Co. and the Armsworth Sales Co.

MANIX

• • •

Howard D. White, former executive vice president of the **Liquefied Petroleum Gas Association,** returned to the organization June 1 in the same capacity. Since Oct. 31 of last year, he has been identified with the Perlite Development Corp., Albuquerque, N.M. **Arthur C. Kreutzer,** managing director of the association during White's absence, has been named vice president and general counsel.

Easy's the electric finisher with genuine reciprocation action. Duplicates the craftsman's natural back-and-forth motion of hand block sanding and rubbing.

STRAIGHT-LINE action sands up to moldings. Does not sand cross grain, cut swirls, eye winkers or other hard to cover abrasive patterns. NO HAND CLEAN UP WHEN YOU USE AN EASY.

NEW MODEL DF:

- FASTER CUTTING
- POSITIVE DRIVE
- VELVET SMOOTHNESS and a host of other new features.

Plus EASY'S REPUTATION FOR TROUBLE-FREE LOW COST MAINTENANCE

Call your jobber or dealer or write for bulletin.

DETROIT SURFACING MACHINE COMPANY

7458 W. DAVISON • DETROIT 4, MICH.

EXHIBIT "Saddle-Ranch" home in Saddle-Wood Hills development

$19,900 Ranch Homes Find Ready Sale In Well-Planned Subdivision

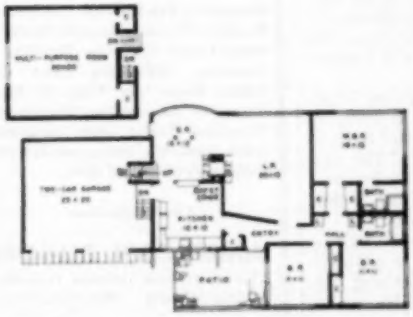
A NEW subdivision featuring a "Saddle-Ranch" house is finding ready acceptance at Saddle-Wood Hills, Hillsdale, N. J., where Tandy and Allen, Inc., its builders and developers, have sold 170 of the homes since the first model was completed around March 1 of this year. The seven-room ranch-type house is priced at $19,990. It has four bedrooms, one of which can be converted to other uses, an attached two-car garage and two full baths. Minimum plots are one-third of an acre.

The house is built on four levels consisting of a full cellar, garage, main living floor and multi-purpose room over the garage. Exclusive of the garage, it contains 1,900 square feet of floor area.

The foundations are of cinder block covered on the outside by two coats of waterproof cement surmounted by another two coats of asphalt waterproofing compound. Two steel girders projecting from the cellar support the main floor. Heat is by oil-fired furnace and a forced-circulation hot-water system, with a 550-gallon tank buried in the ground. All plumbing is either of copper or brass. The 460 square-foot garage has space for a hobby and storage area and a freezer.

Interior walls are of three-coat plaster except for the main wall in the living room, which has a pickled-oak finish, and the end wall of the multi-purpose room, which is panelled with knotty pine in natural-grain finish. All structural lumber is No. 1 kiln-dried Douglas fir. Save for the asphalt tile in the multi-purpose room and the inlaid linoleum in the kitchen, flooring is of selected oak. Insulated

(Continued on page 219)



HOUSE is roomy and has convenient floor layout

HAR-VEY ROLLING DOOR HARDWARE

acclaimed for

Winning Performance

from COAST TO COAST!

Here's high praise that's typical of nationwide reaction

The smooth, silent operation of Har-Vey Hardware is winning the widest acclaim from architects, builders, and owners all across the nation. Typical is the experience of MILLS & SONS, BUILDERS — of Chicago. Jack Mills says:

"We wish to express our complete satisfaction in the performance of the Har-Vey track and hangers which we recently installed in a group of homes. Many of the owners have commented on the very smooth operation..."

Leading manufacturers provide the superior parts for Har-Vey Hardware that insure this smooth performance and guarantee lifetime wear. And progressive engineering supplies the superior design that makes installation quick and easy, and assures trouble-free operation with no chance of disengagement.

ANACONDA TRUARC

CHAMPION QUALITY

SEND TODAY for folder showing varied uses & installation details of rolling doors, & full information on Har-Vey Hardware. Address: Hardware Division

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Please send me your free folder on rolling doors & Har-Vey Hardware

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COMPANY _____

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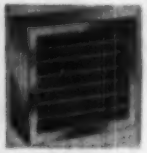
WEATHER-BLOC

Trade Mark — Patent Applied for

SINGLE UNIT VENTILATOR for GLASS BLOCK in HOMES, STORES, OFFICES

INSIDE FACE

"Finger-Tip" ventilation control by 2 adjustable glass louvres.



OUTSIDE FACE

Permanent glass diffusers set at an angle.

Weather-Bloc takes no longer to install than single glass blocks—simply set in place of glass blocks. No caulking or special preparation is required. For installation in completed construction, break out the glass block where ventilation is required and replace with Weather-Bloc. All parts can be cleaned or replaced from inside the room.

Available Through Your Glass Block Dealer or Jobber
Also Nationally Distributed by Wisco Ventilator Co., Inc., 533 Bitner Street, St. Louis, Missouri

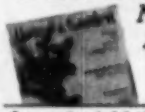
WEATHER-BLOC

Product of AIR RECTIFIERS, Inc.
3734 Southport Avenue, Chicago 13, Illinois

Red Cedar Closet Lining

Brown's SUPERCEDAR

NATIONALLY ADVERTISED



Guaranteed 90% Red Heart or Better

Only SUPERCEDAR is of the same uniform high quality standard that guarantees every package to contain 90% Red Heart or better, and 100% oil content that produces the pleasing aroma.

100% oil content

Suggest Cedar Lined Closets to Every Home Builder. There is Nothing Better than

Brown's SUPERCEDAR CLOSET LINING

ALL WIDTHS PUT-UP 40 FT. TO PACKAGE

SEALED PACKAGED LABELED

More home builders are specifying cedar lined closets today than ever—and Brown's SUPERCEDAR is nationally advertised to thousands of new home prospects, architects and builders. SUPERCEDAR closet lining is surfaced, tongue and grooved, ready to put on with no waste. Packaged and sealed with the Geo. C. Brown label and guarantee, famous since 1888.

Product of

GEO. C. BROWN & CO., Inc.

GREENSBORO, N. C. ESTABLISHED 1888

LARGEST MANUFACTURERS OF AROMATIC RED CEDAR IN THE WORLD

Hotpoint...

(*Continued from page 79*)

volume. This has separate doors to freezer and refrigeration compartments. If family needs more freezing space, separate freezer can be located in laundry room. However, for average family needs, the combination unit has been found adequate.

2. Automatic electric single oven range with pushbutton controls. This has automatic oven timer and pushbuttons that light up in different colors to show heat settings of the four surface units and oven. Timed appliance receptacles are located in the backsplasher.

3. Automatic electric dishwasher-sink equipped with Disposall. The job of cleaning up after meals is reduced to a minimum here. Housewife scrapes food waste from plates into sink drain, then turns on cold water to operate Disposall. New faucet has single lever control for regulating temperature and volume of water. Storage compartments are built into the backsplasher of sink where brushes, bar soap and other articles can be kept. Dishwasher washes, rinses and electrically dries five dozen dishes as well as pots and pans and silverware, at the setting of a dial.

4. Steel base and wall cabinets are sound proof and have roller bearing drawers. They match the appliances in color and design.

Kitchen Remodeling

(*Continued from page 116*)

frame. A mastic which never solidifies is used under the frame and permanently prevents moisture penetration.

Distinctive features are incorporated in the remodeled kitchens. For example, the countertops adjacent to ranges are covered with stainless steel so that hot pans can be placed on them. Frequently a maple cutting board is used on the counter; occasionally Wille makes a reversible cutting block with Formica on one side so that it matches the countertop when not in use. Shelves, either side of the windows, have both top and bottom surfaces covered with Formica. Old doors have been covered with Formica to give them new value.

Waste King Pulverators and Trade Wind Clipper exhaust fans vented to the outside are also standard items in these remodeled kitchens. The new wiring harness for the kitchen provides numerous convenience outlets and ample lighting facilities.

One of the important facts that contribute to Wille's success as a kitchen remodeler is his color planning that makes the room a pleasurable one for the housewife's daily work.

FOURTH EDITION

SIMPLIFIED CARPENTRY ESTIMATING

By J. DOUGLAS WILSON

Coordinator, Apprentice Education, Carpentry and Cabinet Making Los Angeles City Schools Los Angeles, California

and CLELL M. ROGERS

Mathematics Instructor, Venice High School, Venice, California

A practical text on carpentry estimating, covering rough lumber, finish lumber and hardware, in which the parts of a house are analysed under six main divisions. Material lists, short cut rules and tables supplement the text and guard against anything being overlooked in making up the final estimate. Valuable information is given for making labor time estimates.

While designed as a beginner's text the Fourth Edition is complete enough for the use of builders and lumber dealers. Simple arithmetical methods for accurate estimating, are given. Helpful tables that save much time in figuring and a full index make the book suitable for quick reference in the shop or on the job.

Contents

Estimating Fundamentals. Foundation Material. Framing. Exterior Finish. Interior Finish. Hardware. Building Information. Estimating Short Cuts. Labor Hours per Unit of Work. Carpentry measuration, Mathematical Reference Tables. Stair Estimating. Index. 1948. 4th. 288 pages. 123 illustrations, 60 tables, 5x7 $3.50.

Book Department

AMERICAN BUILDER

Simmons-Boardman Publishing Corporation

30 Church Street New York 7, N. Y.

$19,900 Ranch Houses . . .

(Continued from page 217)

throughout, the dwelling has roofing of heavy-grade asphalt shingles. Each window is of insulated glass, including a floor-to-ceiling window in the living room and a similar expanse in the form of a curved bay window in the dining room. Screens are supplied.

Exteriors employ combinations of two-course cedar shingling, vertical cedar boards in natural-grain finish and brick veneer. Twenty-five material and structural combinations are used in the project and further variation in exterior is made possible by a wide selection of colors.

At the entrance is a terraced, 170-square-foot flagstone patio partly enclosed by a brick wall. The center-hall entry opens, on the right, to a grouping of three bedrooms and, on the left, to an approach to the kitchen. All bedrooms have shoulder-height windows for privacy and optimum cross-ventilation. The wardrobe closets have ball-bearing-operated sliding-steel doors.

The master bedroom is served by a bath containing a tile stall shower enclosed by glass. Another bath of colored ceramic tile, containing a tub with overhead shower, serves the two other rooms in the bedroom area.

A two-way fireplace of Roman-face brick, with flagstone hearths, serves both the living and dining rooms. In the wall separating the dining room and kitchen is a pass-through server. Electrical kitchen equipment, included in the price of the home, consists of a range, vent fan, dish-washer-sink combination, washing machine and eight-cubic-foot refrigerator.

Measuring 20 by 20 feet, the multi-purpose room has a vaulted cathedral ceiling. It is adjoined by two deep closets.

Nationally-known building products used in the "Saddle-Ranch," include Libbey-Owens Ford glass, United States plywood, Revere copper, American Standard bath fixtures, National Gypsum plaster and sheathing, General Electric kitchen equipment, Carey shingles, Schlage hardware, Armstrong linoleum, Kentile, Mosaic tile, Ryerson steel, Cellulite insulation, Capitol kitchen cabinets, ABC aluminum windows, Federal boiler, Bell & Gossett circulator and controls, Minneapolis-Honeywell furnace controls, Tuttle and Bailey convectors, Weatherbest shingles, Mengel doors and Pratt and Lambert paint.

The "Saddle-Ranch" project is being financed through the Prudential Insurance Co. of America. Purchasing terms for the veteran offer a 4 per cent 20-year mortgage for $18,500, with a down payment of $1,490 and a monthly carrying charge of $134.11, or a 4 per cent 25-year mortgage for $17,000, with a down payment of $2,990 and a monthly carrying charge of $111.76.

Available to the non-veteran is a 4½ per cent 20-year mortgage for $14,500 with a down-payment of $5,490 and $113.79 monthly. The carrying charge in all instances includes interest, amortization, taxes and insurance.

Saddle-Wood Hills development covers some 250 acres of rolling, wooded terrain with a lake and seven-acre park. It is 25 minutes' motoring distance from New York City's George Washington Bridge.

The community was launched late in 1948 with the construction of 25 custom-built units, after which Tandy & Allen began producing the "Saddle-Wood," a seven-room ranch-type home. For its work on the "Saddle-Wood," the firm won a certificate of approval from the Revere Quality House Institute.

Recently, Saddle-Wood Hills was awarded third prize in the category of developments of 50 or more large-sized homes in the nation-wide neighborhood development contest sponsored by the National Association of Home Builders. The judging was on the basis of 70 per cent consideration for the quality of community planning and 30 per cent for architectural plan.

TODAY, buyers insist on "extra Features" in homes . . . Builders are including them . . . And, Blo-Fan has them!

Blo-Fans are available for every home and purpose. The DeLuxe Model 210 for large kitchens or game rooms is supplied with the new 9-position control switch. *It gives the housewife a greater range of selective speeds than any other ventilator.* Model 208 is perfect for the average kitchen or laundry while Model 206 is specially recommended for bathrooms and showers.

When you specify Blo-Fan Electric "Spot" Ventilators, you get extras with "extras"!

FOR KITCHEN, BATH, GAME ROOM, AND LAUNDRY

Manufacturers of Fry-Lites . . . modern recessed lighting fixtures with snap-on frame.

*Trade Mark Reg.

A postcard will bring complete details and the name of your distributor.

FACTORIES: Pomona, California; Newark, N. J.
WAREHOUSES: Los Angeles, San Francisco and Chicago

STOCKED BY MORE THAN 500 WHOLESALERS IN OVER 300 CITIES

PRYNE & CO., INC., Box B-7, Pomona, California

ARCHITECTS AND BUILDERS QUIZ ROLY...GIVE HIM THIRD DEGREE

As a result of the national advertising being done by the Morrison ROLY-DOOR, the new four-sectional, all-steel overhead residential garage door, architects and builders interviewed ROLY, and released these answers to the "Press" . . .

QUESTION: What's your price set-up?
ANSWER: Precision engineering and mass production methods in one of the country's most scientific modern steel stamping plants—plus new design principles make possible the industry's lowest cost for the world's only residential all-steel four-sectional over-head garage door. No extras to buy—it's complete even to stops, rubber astragal, hangers.

QUESTION: How many Philadelphia lawyers do you need to install a ROLY-DOOR?
ANSWER: It is only necessary to install the tracks, drop sections in place with rollers inserted, snap pivot points of adjoining sections together, and connect springs. There are no holes to drill, no hinges to apply. No skilled workmen or special tools necessary. Because of the simple installation, the Morrison Roly-Door is installed in a fraction of time required for other overhead doors.

QUESTION: What'll happen if an atomic bomb hits a ROLY-DOOR?
ANSWER: Made of steel roll formed into a rigid cross section, it is sag-resistant with rugged all-welded steel construction. Nothing to rot or warp; no knots or panel splays to fall out as it weathers; no soft metals to dent, pit or corrode.

QUESTION: How many men are needed to paint a ROLY-DOOR?
ANSWER: It needs no painting—because its finish is baked on in enduring neutral grey; no priming or finish-coat painting after installation (it will take ordinary paint, should the home-owner prefer).
QUESTION: What do we have to do to get it O.K.'d to meet building codes specifications?
ANSWER: Because it operates completely within the garage, it does not operate through the jambs. Installation is self-contained and completely inside the garage; settling, shifting, sagging, or out-of-square building conditions cannot interfere with the "Touch and Go" operation of the Roly-Door. It does not require air rights (it can be installed on lot line openings), and conforms to nationwide building code specifications.

QUESTION: Where can we buy ROLY-DOORS?
ANSWER: Write us for name of nearest distributor!

MORRISON STEEL PRODUCTS, INC.
649 AMHERST ST. • ROLY-DOOR DIVISION • BUFFALO 7, N. Y.

Large 'Selling Space' Is New Material Store Feature

Heavy advertising Program marks opening of Denver firm's expanded facilities

THE RECENT opening of the new materials store and lumber yard of the Barr Lumber Co., Denver, was the climax of an intensive promotional campaign to draw attention to the attractiveness and convenience of the new facilities. A week prior to the opening 100,000 eight-page brochures were distributed through the city's metropolitan area, 200 column inches of advertising were printed in the Denver Post and Rocky Mountain News, and 10-inch and 25-inch ads were run in 30 smaller newspapers within a 50-mile radius of Denver.

Within the main building are 5,040 square feet of space most of which is actual "selling space." Well-planned displays of merchandise enable the inexperienced purchaser to find exactly what he wants, whether or not he is familiar

NEW Barr Lumber Co. store in industrial section of Denver

with the nomenclature of building materials. Impulse buying is encouraged through extensive use of point-of-sale merchandising displays.

The site of the new Barr plant is an entire city block in an outlying industrial district of the city, following a trend to provide adequate parking space for customers and more room for expansion. A large parking lot adjoins the premises.

Liberal use of modern materials was made by the architects. Outside walls are Nubricstone with stainless steel cornices. Seven hundred square feet of glass along the front of the building makes one large show window of the entire inside show room.

Decorator colors, deep greens and browns, complement the interior materials—bleached hardwood insulating board, and acoustical tile ceiling; and the six private offices are furnished in functional modern, with light woods predominating. Fluorescent lighting is used throughout the offices, showrooms, and sales rooms.

The warehouse is a part of the main building itself, and the customer can walk directly from the front sales room into the warehouse where he may see and select whatever he wants. Within the 4,000 square feet of floor space in the warehouse-showroom 50 carloads of building materials such as nails, flooring, roofing, sash, doors, cement, sheetrock, and lumber can be stored.

Several "Hyster" loaders are used in the yard, this power loader picking up, moving, and setting down an entire

wagonload of lumber in one operation.

One unusual feature of a load of lumber from Barr is its neatly packaged appearance. Each order reaches the customer tightly bound in steel tape, thus eliminating all possibility of loss to the customer through mishandling during delivery.

The main showroom contains a model kitchen, many other appropriate displays, and a complete display of wood doors. From the 30 door models shown, each customer can find a style exactly to his liking.

Another new Barr feature is an outside Self-Serve department. Here, broken lots of materials of all types are on display and the customer simply drives in and selects and buys what he wants from the current lot of "bargain counter" buys.

The grand opening amounted to a two-day home show, with all-day demonstrations of how-to-do-it subjects pertaining to building. Cabinet building was demonstrated in the company's mill shops. Drafting, waterproofing, and painting were demonstrated in the sales rooms. Home shop

PLENTY of space is given to manufacturers' point-of-sale merchandising displays which encourage browsing and "impulse" buying

tools and their uses were shown in the warehouse adjoining the main building. Twenty-one prizes were awarded.

An old and steady advertiser, the firm is seeking to build still more direct-to-home-owner business. In addition to furnishing the building materials, it offers the customer a home-planning and home-financing service. It also counsels and designs plans for home modernization and repair.

After fifty years in Denver, Barr already enjoys a major portion of Denver's professional building trades business, and now hopes to secure a larger share of the "do-it-yourself" consumer business. Executives of the firm are William K. Barr, president, James Cooley, vice president, Mrs. W. B. Barr, secretary and wife of the founder, and Guy Goodrich, sales manager.

Microfilm Protects Land Titles

More than 6,000,000 deeds, covering every parcel of public land granted to the citizens of the United States since 1788, are being microfilmed in the Bureau of Land Management, Department of Interior. Every piece of property in Alaska and the United States, except the District of Columbia, Texas and 18 Eastern states, can be traced to these patents (deeds) in Washington. By law the maintenance of these patent records is the responsibility of the Bureau of Land Management.

The microfilming program has been inaugurated primarily as a means of protecting these records, many of which are deteriorating from age and showing wear and tear from handling.

In Earthquake and Tornado districts ...

. . . HOME OWNERS INSIST ON

DRY WALL CONSTRUCTION

"San Antonio is (a district) where dry wall is a must because of the earth heaval problem with which they are faced there. Up until about six years ago, they used wood boards, over which they stripped canvas and then papered, but when dry wall construction, as we know it today, became available on the market, they turned to that method of providing interior finish."

That is the statement of Mr. Carl G. Lane, Director of the Technical Service Department of the NAHB. This is supported by letters from many an owner of a home built with Homasote Dry Walls. These homes have survived tornados and even tidal waves.

For 32 years Homasote has been used for Dry Wall Construction—in millions of dollars of private homes. Since 1936 its use has been supported by intensive research costing more than $500,000.

Dry Wall Construction—with Homasote Big Sheets—offers many major advantages . . . The average wall is covered with a single sheet; batten strips and unsightly wall joints are eliminated. In a single material you provide lasting insulation value and great structural strength.

Dry Wall Construction—with Homasote Big Sheets—means walls that are permanently crackproof, ideal for paper or paint, lending themselves to modern decorating effects, modern mouldings and trim.

Let us send you performance data and illustrated literature on Homasote and allied products.

Weatherproof **HOMASOTE**

. . . in Big Sheets up to 8' x 14'

Oldest and strongest insulating and building board on the market

SEND FOR ILLUSTRATED LITERATURE

HOMASOTE COMPANY • DEPT. 70, Trenton 3, New Jersey

Send me literature as checked:

Standard Homasote (Big Sheets) ( )
Wood-textured Homasote (Panels) ( )
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The Nova-Shingle and the Nova-Spaed Shingling Clip ( )
The Nova Roller Door ( )

Name _____
(Please print in pencil)
Address _____
City & Zone _____ State _____

This low-priced

UTILITY HARDWOOD

PLYWOOD

takes perfect

"NATURAL" FINISHES!

Mengelbord* is a low-priced, one-piece face, 3-ply, utility hardwood plywood, ¼" thick. Made from beautiful White Tupelo Gum (a genuine cabinet-maker's hardwood). It is ideal for "natural" finishes!

Mengelbord is ideal for all interior uses:

DRY WALLS — PARTITIONS
CABINETS — STORE FIXTURES
FURNITURE

Write today for descriptive literature. No obligation, of course.

Where fine wood panels of Mahogany, Oak, Birch or Walnut are desired—ask for Mengelux*. Literature on request.

THE MENGEL COMPANY
Plywood Division • Louisville 1, Ky.
*Reg. U. S. Pat. Off.

New Uses For Vermiculite Help Solve Building Problems

New uses are constantly being found for lightweight aggregate insulating concrete. Among these are roof decks, floors on ground, radiant heat sub-slabs, floor fills in multiple-story buildings, masonry wall insulation, and milk cooling tanks. Vermiculite concrete, in which vermiculite aggregate replaces sand and gravel as aggregate has the general appearance of ordinary concrete but is much lighter in weight and has higher insulating ratings. The weight, strength, and insulation value of vermiculite concrete vary with the amount of cement used in the mix as shown in the following table:

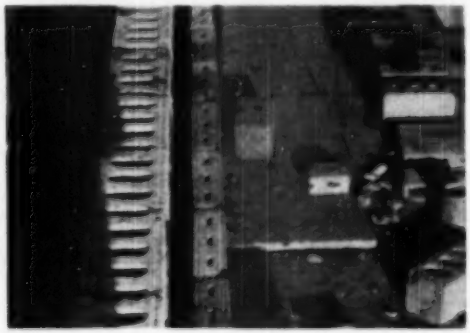
Cu. ft. of vermiculite aggregate concrete	Bags of Portland cement	Compressive strength in pounds per square inch, one-inch disc on 6x12 inch	Thermal conductivity in B.T.U. per inch thickness per square foot per hour per degree F.
16	1	4	1
6	1	.65	.46
		.79	240
			115
			11

*11, 16½, and 44 gallons of water used, respectively, in these mixes.

Vermiculite concrete is mixed in a mechanical mixer, preferably of the plaster mixer type which has a stationary drum with rotating paddles. Neither water nor aggregate should be added to a batch during the mixing operation. Vermiculite concrete is placed immediately after mixing has been completed. If carefully screened, troweling is unnecessary. The same rules for curing regular sand-and-gravel concrete apply to vermiculite concrete.

For Roof Decks

The 1:4 mix is recommended for roof decks. In this type of roof construction, the vermiculite concrete slab forms a light-weight monolithic deck, incorporating the insulation.



CONCRETE block wall, consisting of parallel rows of eight—and four-inch blocks with 2-1/2 inch cavity ready to receive 1:6 vermiculite mix.

Additional insulation can be provided simply by increasing the thickness of vermiculite concrete.

It is placed over a permanent form, such as ribbed metal lath, waterproof gypsum or asbestos board, paper-backed wire mesh, etc. Forms are fastened to wood or steel joists spaced up to and not exceeding 32 inches on centers. The vermiculite concrete slab, of a minimum thickness of two inches, is reinforced with 6x6-inch 10 gauge wire mesh. If paper-backed wire mesh or ribbed metal lath is used as the form, no additional reinforcing mesh is required.

When vermiculite concrete is used over a structural deck, the entire area of roof insulation can be placed immediately.

The structural deck may be designed dead level. Cants, saddles, and drainage slopes of vermiculite concrete may be cast monolithically with the slab. The customary built-up roof of asphalt or pitch-and-gravel is applied over the vermiculite concrete slab after it has set and dried out.

Vermiculite concrete does not burn and offers high resistance to the passage of heat. An exploratory fire test made

THESE radiant heating pipes rest on a vermiculite concrete slab. Workmen are placing reinforcing mesh for a concrete topping

on a four-inch slab disclosed that after several hours' exposure to a flame temperature of 2000 degrees Fahrenheit, the cold side of the slab had reached only 186 degrees Fahrenheit.

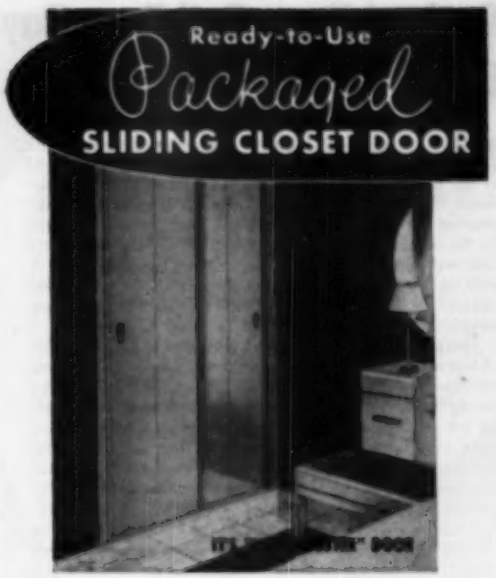
For Floors on Ground

The 1:6 mix is also used for floors on the ground. The floor area is filled with gravel to within three inches of the top of the concrete footings. Heavy, asphalt-impregnated roofing paper is laid over the fill. A three-inch thick slab of vermiculite insulating concrete is placed level with the top of the footing or sill. To provide a permanent wearing surface, a two-inch topping of sand concrete is placed over the vermiculite concrete. The topping should not be extended over the footing.

Existing "cold" concrete floors can be made warm and dry by placing a three-inch slab of vermiculite concrete, 1:6 mix, over a vapor barrier of heavy, asphalt-impregnated roofing paper laid on the existing floor. The vermiculite concrete is then covered with a two-inch sand concrete topping.

For vermiculite concrete floors radiant heated, the 1:6 mix is again recommended. The floor area is filled with gravel to within four inches of the top of the concrete footing. A vapor barrier, consisting of two layers of glossy-surfaced, asphalt-impregnated paper, with edges lapped four inches and sealed, or two layers of tarred felt in three moppings of hot pitch, is laid over the gravel. The vermiculite insulating concrete slab, four inches thick, is placed on the vapor barrier level with the top of the footing. Radiant heating pipes or ducts are laid on the vermiculite concrete slab and covered with a sand concrete topping to a thickness of one inch above the pipes. A light wire mesh embedded in the sand concrete topping minimizes cracking. Heat loss from the sand concrete slab through the footings can be prevented by installing a wooden sill the full width of the foundation wall. The sand concrete topping can then be placed up to this wood sill which also provides an excellent

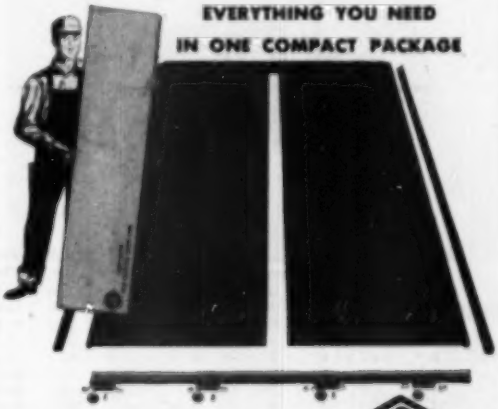
(Continued on page 229)



Easier to Use—Easier to Stock

Here's a *packaged* steel sliding closet door that's ready for installation in any wood and plaster partition. It's complete in one package including two door panels, top and bottom guide rail with silent rollers, stop rails and all hardware. It is standardized for 3, 4 and 5 foot openings.

Installation couldn't be much more simple or inexpensive for the builder, yet there has been no sacrifice in quality. For the building supply distributor or dealer, his sliding closet door stock is reduced to three standard packaged sizes that fit everywhere. Write for engineering details and prices.



USF
UNITED STEEL FABRICATORS, INC.
WOOSTER, OHIO

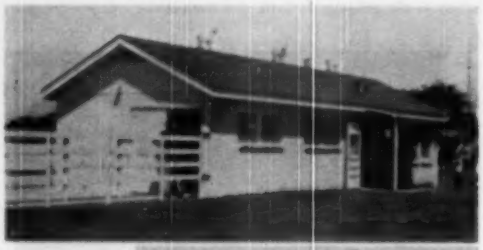
Dealers' Farm Buildings Day Draws 1,000 in Oklahoma

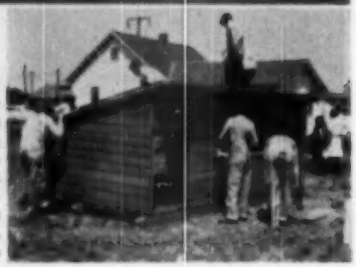
Lumbermen's group cooperates with college to provide state farmers with specialized plan service

MORE than 1,000 Oklahoma farmers and ranchers attended the second annual Farm Buildings Day, held at the Oklahoma A. and M. demonstration farm in Oklahoma City, May 6. The event marked completion of one year for the Oklahoma Farm-Fitted Plan Service, launched by the college with the active cooperation of the Oklahoma Lumbermen's Association. On exhibition were a Grade A milking barn and a hog shelter built from the plans, plus extensive exhibits on building topics and a short speaking program.

The plan service was started with one basic idea—that Oklahoma buildings for farm and ranch should fit Oklahoma conditions and materials. The Grade A milking barn seen during the day, accordingly, was only a 20 by 40 foot building for six cows—but agricultural engineers Gordon Nelson and C. V. Phagan, its designers, stated that, because of mild Oklahoma winters, it could be used with a herd of almost any size. A frame construction plan for this barn recently was issued by the plan service. The hog shelter, an 8 by 16-foot unit for two sows and litters, was one of three such units included in a plan for a hog production layout, also released as an Oklahoma Farm-Fitted Plan.

The California Redwood Association furnished redwood for the shelter and also had a complete separate display. Construction of the shelter was by the Hobart, Okla., High School vocational carpentry class. Starting with a pile of lumber in the forenoon, the 11 boys and their instructor, R. C. Kleiner, had completed the job by late afternoon, even providing "pig rails" and brooders in the pen corners.





GRADE A dairy barn (top) and hog shelter were featured at Oklahoma Farm Buildings Day. Shelter was built on site by high school class

One of the purposes of the field day was to give visiting

(*Continued on page 225*)

Adjustable STEEL TRESTLES

For Interior and Exterior Scaffolding

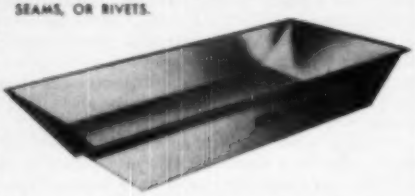
Size No.	Low Point	High Point	No. of Adjustments	For Working Heights	Leg Spread	Weight Lbs.	Price Per Trestle
2	16"	22"	4	7½' to 7½'	13"	15½	$ 9.75
3	2'	3'	5	8' to 9'	17½"	21½	10.35
3½	2½'	3½'	5	8½' to 9½'	20½"	24½	11.50
4	3'	4½'	6	9' to 10½'	23"	28	12.65
6	4'	6'	9	10' to 12'	33½"	53	15.65
8	5½'	8'	11	11½' to 14'	41"	74	20.25
10	6½'	10'	15	12½' to 16'	41"	113	32.35
12	7'	12'	19	13' to 18'	47"	153	37.25

MORTAR BOX and STEEL TRESTLE PRICES F.O.B. FACTORY

Send Money Order or Check with your order

MORTAR BOXES

SMOOTH, INSIDE SURFACE, NO JOINTS, SEAMS, OR RIVETS.



1. EASIER MIXING and CLEANING
2. EASIER to HANDLE
3. MORE DURABLE

	Length	Width	Depth	Gauge
No. 1—MB	5'4"	2'4"	11"	16
No. 1.5—MB	6'10"	2'10"	11"	14
No. 2—MB	7'10"	3'4"	11"	14

	Capacity	Weight	Price, Ea.
No. 1—MB	9.2 cu. ft.	62 lbs.	$17.75
No. 1.5—MB	15.0 cu. ft.	114 lbs.	24.00
No. 2—MB	20.7 cu. ft.	143 lbs.	31.00

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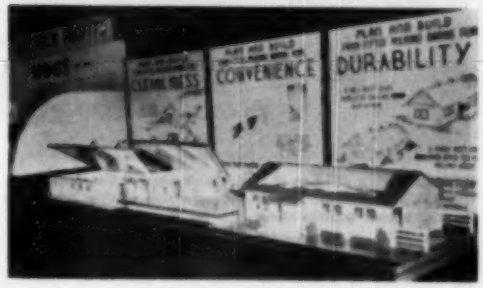
Goldblatt Tool Company

1912 Walnut St., Kansas City 8, Mo.

building materials dealers a chance to see Oklahoma Farm-Fitted buildings in actual use or construction. All members of the Oklahoma Lumbermen's Association are receiving sample copies of the plans regularly as they are issued by the college.

The most popular building at the field day was the modern Oklahoma Farm home built a little over a year ago and kept completely up-to-date since with the latest in electrical devices and with samples of furniture and furnishings from commercial companies. Plans for this five-rooms-and-bath house, though not included in the Oklahoma Farm-Fitted service, were drawn with weather and farm needs in mind.

A 100-foot exhibit, prepared and presented by the college, traced an imaginary Jones family through the steps essential to getting a good home to meet their needs at a reasonable cost. One step illustrated that, in terms of farm products, farm building costs are not much different than before World War II. A house that could be built for the price of 47 one-thousand-pound steers or 8,000 bushels of wheat in 1940 now can be built for 42 such steers or 5,500 bushels of wheat, according to the exhibit.



MODELS of Grade A dairy barns made interesting exhibit

Another exhibit prepared by the college showed scale models of three types of milking barns. Two were of the one- or two-row type often used on farms, while the third was of the elevated stall or "milking parlor" type. Still another exhibit, prepared by the Oklahoma extension service, featured steps in landscaping a farm home and premises. "Plan, then plant" was the theme of this display.

C. V. Phagan, extension agricultural engineer, speaking to the farm audience at noon, listed these essentials in erecting a satisfactory house: money or collateral, good building materials, approved methods of construction, and good planning. He also stressed the need for meeting the special needs of the family, such as a clean-up place for the working farmer or a canning center for the homemaker, as well as meeting such requirements as placing the home the proper distance from the road, away from sources of objectionable odors, and in a spot with pleasing views.

Gordon Nelson, A. and M. agricultural engineer, spoke on planning milking barns that fit the farm. He urged farmers not to stint on costs when building a milking barn, but to erect the best barn possible that will fit their herd. "Surveys show," he said, "that only six per cent of the cost of milk production can be charged to the barn, therefore any saving in cost of a barn actually has only a small effect on cost of production." His list of essentials in erecting a barn included study of plans, a close check of the selected plan with the local dairy inspector, and consultation with the local dealer for ideas on construction and materials.

The next major event scheduled by the Oklahoma Lumbermen's Association is its fourth annual convention and exhibition, to be held Oct. 17–18 in Oklahoma City.

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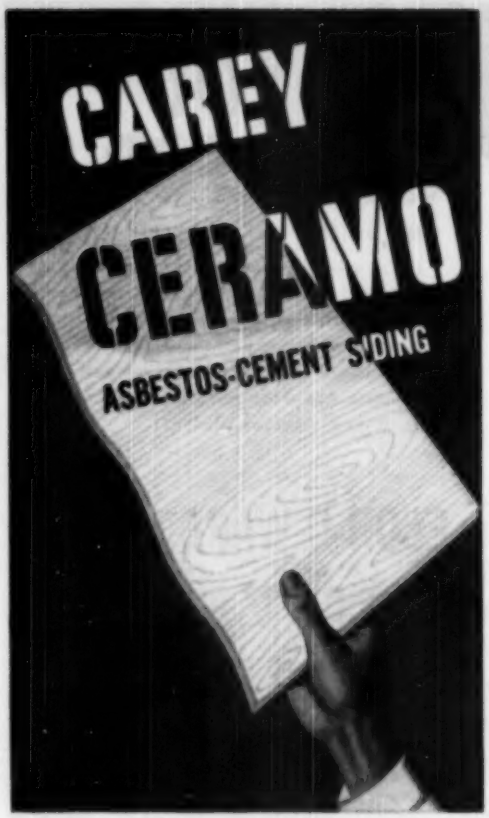

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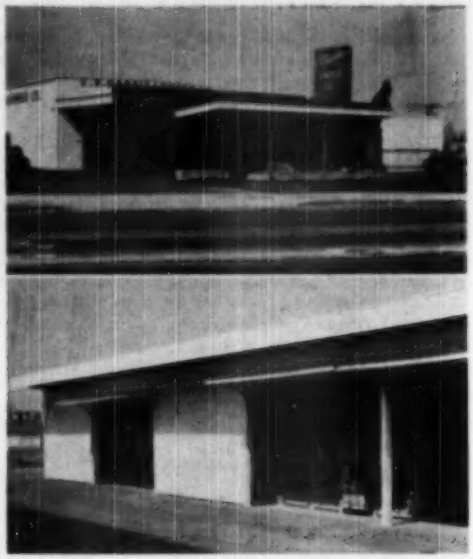
New Modern Building Boosts Dealer's Sales



EXTERIOR view of office of E. B. Harris Lumber Co., Inglewood, Calif. Full glass front, planting boxes, pylon provide interesting details. Below: storage doors can be closed in bad weather.

AN APPRECIABLE increase in sales has marked the operation of a new yard and office completed recently by the E. B. Harris Lumber Co., Inglewood, Calif. Located only one block from the old yard, where the company had been doing business for 40 years, the new facilities have many times the attractiveness and convenience of the old.

The company does little business with large developers, catering chiefly to small contractors, carpenters and home owners; and for that reason the management placed extra emphasis on an attractive exterior and ease of accessibility. They report that not only have cash sales picked up greatly since the move, but that the whole sales volume, including contractor business, has increased.

The move became necessary when the city of Inglewood bought the old property for civic expansion. The company had acquired a large piece of land alongside the Santa Fe tracks and with a frontage on La Brea Ave., one of the major north and south streets from Los Angeles to the southern suburbs. They combined this with 562 feet along Florence Ave., a major east and west artery, just south of the Santa Fe tracks to provide a large and attractive site for the new buildings. A 6 foot wire fence encloses the entire yard, purposely chosen to permit motorists on Florence Ave. to see the lumber yard plainly.

Being favored with a choice location, the firm decided to take full advantage of it by building an outstanding office. It was set back from the sidewalk with a wide planting area in front; and a planting box of Roman brick was built to base the wide ceiling-height plate glass windows.

The office building is built of Redwood, stained in its natural color, which contracts with the white sheds behind. The words "E. B. Harris" on the pylon are painted in yellow and "Lumber Co." in green, with neon tubes ringing the letters. Parking for customers is provided on both sides of the office building.

(*Continued on page 227*)

New Modern Building . . .

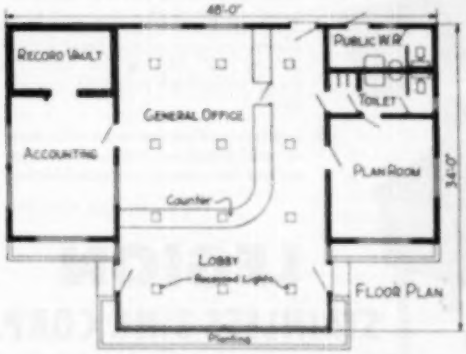
(Continued from page 226)

OFFICE section of new building is tastefully decorated and furnished: outer office and reception area, above; and private office.

In the pleasing interior, the curved counter has a facing of curly birch plywood and a linoleum top. Armstrong asphalt and acoustical tile are used on the floor and ceiling. Lights are inset. The wainscot is redwood with a V-joint, left in its natural state. Panelray individual heaters are used for the various rooms. Two wide upholstered settees are provided for customers.

A popular and unique feature is the "Customers' Room," for builders who wish to discuss problems with their customers, to go over plans or to telephone. This room is also furnished in redwood with an asphalt tile floor and has upholstered furniture.

Thirty-one foot driveways lead from the parking area on each side of the office into the yard; thus even when trucks are parked along the three sheds which are immediately behind the office building, there is plenty of room for other cars to get in and out of the yard. Driveways between piles of lumber are 26 feet wide. The entire yard is paved with blacktop. The building on the south stores flat items, such as wallboards, in racks; in the north building there are pine



FLOOR plan reveals efficient use of space

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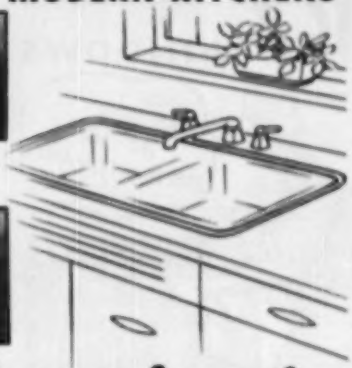

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Please send specifications, installation data and price list on Vampco Basement Windows, Dept. AB 7.

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INDUSTRY BRIEFS

Stanley Woodward, formerly vice president in charge of the Southern division of **The Ruberoid Co.,** has been elected executive vice president of the company, it has been announced by Herbert Abraham, president. Woodward has been associated with the company as a vice president and director for the past 22 years. Prior to that he was vice president of the Continental Roofing and Manufacturing Co., of Baltimore, which he helped to organize in 1922 and which was acquired by Ruberoid in 1928.

WOODWARD

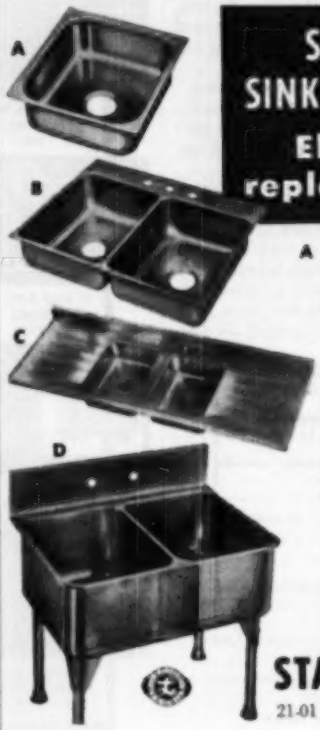
• • •

Robert L. Wood's appointment as an architect representative in the Boston area for the **Insulite Division of Minnesota and Ontario Paper Co.** has been announced by M. C. Fairfield, Insulite Sales Manager. Wood, who will make his headquarters in Boston, is an engineering graduate of Yale University. Prior to joining Insulite, he was district manager in Boston for the Engineering Products Corp., Bridgeport, Conn. Wood was also a sales engineer for Westinghouse Electric Corp. in the New England district for several years.

• • •

Howard L. (Red) Clary, formerly general sales manager, has been appointed vice president in charge of sales of the **Norge Co.,** according to an announcement by G. P. F. Smith, president. Clary, an alumnus of Carnegie Tech, joined the Norge Central office in August, 1945, as sales promotion manager. In 1942 he was assigned the task of organizing the stock pile of 700,000 refrigerators then on hand throughout the nation for the War Production Board. Other Norge promotions and new assignments include: **John M. Tenney,** refrigeration sales manager; **R. H. Pisor,** western regional sales manager; **Dean Spencer,** New England regional sales manager; **Richard C. Laramy,** sales manager of home heaters; and **Robert M. Reed,** eastern regional sales manager.

CLARY



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Eliminate costly replacement expense

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LEGION STAINLESS SINK CORP.
21-01 40th Avenue, Long Island City 1, New York

New Modern Building . . .

(Continued from page 227)

boards, redwood siding, sash and doors, etc. Both buildings have garage doors which can be closed for protection against the weather.

Finish lumber is stacked vertically in the center shed. Lined with sheathing, painted white, and containing four skylights, this building has a very bright interior. The lumber is raised from the floor by building platforms; racks are divided into sections for convenient separation of various sizes and grades. Small mouldings are stored horizontally in small spaces between vertical piles. Just behind the finish shed is a small mill equipped with planer, jointer, ripsaw and cut-off saw.

No. 1 and low-grade lumber are stored on opposite sides of the yard behind these buildings, with piles limited to 6 feet in height to enable one man to work on them. Odds and ends are placed far back in the yard. An intercommunication system connects the office with the yard.

FINISH lumber is stacked vertically in center shed, with small mouldings stored horizontally in small areas between vertical piles.

Vermiculite . . .

(Continued from page 223)

nailing strip for securing carpeting or other floor covering.

Radiant Heat Installation

The vermiculite concrete sub-slab serves a four-fold purpose in radiant heat installations: (1) it retards heat loss to the ground and laterally through the foundations; (2) it accelerates heat flow through the top slab, reducing the time lag in securing comfortable room temperatures; (3) it eliminates a reservoir of heat in the ground under the floor; (4) it prevents condensation in summer by reducing the thermal capacity of the floor so that its temperature can equalize more rapidly with the air inside of the building.

Vermiculite concrete, 1:6 mix, is an adaptable and efficient material for insulating masonry walls. Single unit walls are insulated by filling the cores of the blocks with vermiculite concrete. This wall does not provide as much insulation as double ("cavity") walls, but it has approximately twice as much insulation value as a wall with the cores left unfilled.

Masonry walls of the "cavity" type are easily insulated by filling the cavity with the 1:6 mix of vermiculite concrete.

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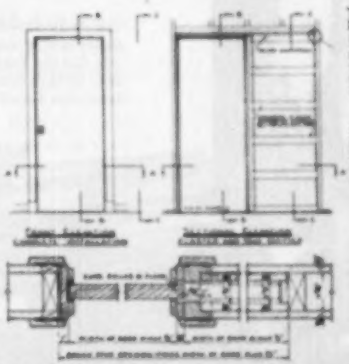
SERIES 300 KENNATRACK



This series needs only 1-¾" of headroom. Doors hang on EIGHT neoprene-tired wheels which run true in an extruded aluminum track. Smooth, silent.

Kennatrack Series 200 for cabinet, wardrobe doors. Series 400 for heavy wall pocket installations.

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VIBRATING FLOATS

vibrating a stiff dry mix will give you

30% to 40% Stronger Concrete Floors

5 TIMES FASTER THAN BY HAND FLOATING

Do a better job faster—customer satisfaction with better, stronger floors.

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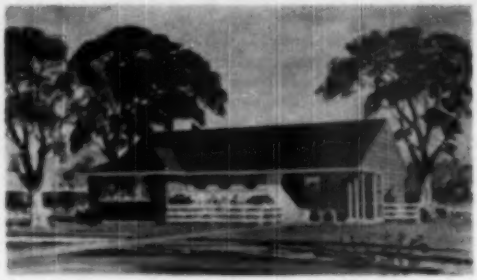
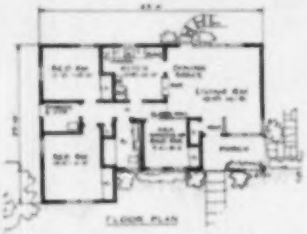
Good Sales Features Offered In New $9,290 Development



NEW Strausman project home. Matern and Tosk are the architects

FLEXIBILITY of room arrangement to meet future living requirements, availability of three bedrooms, and a well-equipped kitchen are features of the new Fairview Ranch development of the Strausman Construction Co. at East Hempstead, Long Island, N. Y. The $1,600,000 development will comprise a total of 165 residences on a 34-acre tract, with houses priced at $9,290 on landscaped plots of approximately 6,000 square feet or larger.

The new project marks the entry

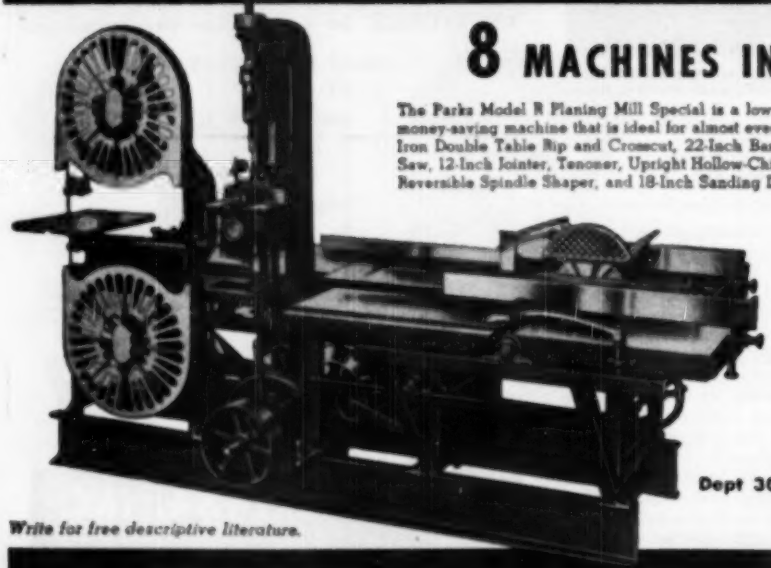


SLIDING wall adds utility to extra room

The PARKS PLANING MILL SPECIAL

8 MACHINES IN ONE

The Parks Model R Planing Mill Special is a low priced, multi-purpose, money-saving machine that is ideal for almost every shop. It offers a Cast Iron Double Table Rip and Crosscut, 22-Inch Band Saw, Swing Cut-Off Saw, 12-Inch Jointer, Tenoner, Upright Hollow-Chisel Mortiser and Borer, Reversible Spindle Shaper, and 18-Inch Sanding Disc.



The PARKS Woodworking Machine Company

Dept 30-UU, 1546 Knowlton St., Cincinnati 23, Ohio

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MANUFACTURERS OF QUALITY WOODWORKING MACHINES Since 1887

of the Strausman organization into medium-priced mass home building following twenty years of building custom homes in Queens and Nassau communities. The initial group of the new houses was completed in June.

The houses, designed by Matern and York, architects, provide a number of exterior elevations and color combinations for interesting alternate designs. Large sheltered porches and outside decorative features are emphasized.

Interior features are a disappearing wall arrangement whereby one of the bedrooms may be used as a dining room or den; a large L-shaped living room and dining area emphasizing front and rear floor-to-ceiling picture windows; and a built-in bookcase which screens off the entrance vestibule. A convenient pass-thru bar connects the kitchen with the dinette for formal dining.

Kitchen equipment includes baked enamel colored cabinets, storage and broom closets, six feet of colored Formica work top area, a seven cubic foot refrigerator, four-burner range, automatic washing machine, exhaust fan and fluorescent light fixtures. Ample space is provided in the kitchen for informal dining.

The bathroom contains colored fixtures, ceramic tile and a dressing vanity with overhead fluorescent illumination. Color choices in both kitchen and bathroom cabinets and fixtures are being given purchasers in addition to choice of interior wall decorations throughout the house.

Other features include a large storage room with both exterior and interior entrances, an automatic oil-fired hot water radiant heating system, steel casement windows with metal screens, and venetian blinds.

The houses are insured under the FHA. Under the purchase arrangement, no down payment is required from veterans and monthly carrying charges total approximately $64. Carrying charges for non-veterans are about $59 a month after a small cash payment. 25-year mortgages are available to all purchasers.

The property is within walking distance of an elementary school. Two store areas, including a new $5,000,000 shopping center, are conveniently nearby.

The Strausman Company has been active in the Village of Hempstead, where more than two hundred homes were built and sold under the development name of Fairview of Hempstead. Officers include David Strausman, president; Edward Strausman, vice president and treasurer; and George Strausman, secretary.

Solves Kitchenette Closure Problem

and---

gives 9 sizzling sales FEATURES

FOR KITCHENETTE, closet doors, etc. — This aluminum roll-up door is priced to meet the price of all or any type of closure, and costs a lot less to install.

ARCHITECTS like the trim modern lines.

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APARTMENT HOUSE OWNERS say it is the first practical answer to the Kitchenette closure problem.

THE HOUSEWIFE likes the easy roll-up fingertip operation.

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For cubic economy—a real space saver.
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For ease of operation — A counter-balance spring roller.

THE ALUMINUM ROLL-UP KITCHENETTE DOOR has passed metropolitan building code requirements. — Approved by the New Jersey F.H.A. office and the New Jersey Tenement House Department.

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FOR SMARTER BATHROOMS

Adds new SALES APPEAL to your homes

Wherever exhibited, the colorful styling of Lavanette catches the eye . . . clinches sales.

With its new custom-look beauty, Lavanette also brings greater utility and convenience to the average size bathroom.

The Lavanette is available in 4 popular color combinations to match the colors of other bathroom equipment.

All steel construction plus mass production methods enable us to hold costs down. The additional sales appeal you get from a Lavanette installation will repay many times its slight additional cost.

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You can demonstrate new beauty and convenience. Write today for special sales helps and complete specifications.

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BEAUTY QUEEN DIVISION—THE TOLEDO DESK & FIXTURE COMPANY

300 FORD AVE., MAUMEE, OHIO

How To Build A Circular Window With Glass Blocks

A LOT of prospective home-builders have deleted circular windows and wall openings from their plans, under the impression that the cost would be prohibitive, and the actual construction work a tedious task. Both suppositions are wrong.

The thirty-six inch circular glass block window shown in the accompanying illustrations was completed in this ranch-type dwelling for a cost of slightly less than sixty dollars, which included glass blocks and other necessary material.

THIRTY-SIX-inch circular window shown here cost slightly less than $60. Notice circular opening was cut in plyboard used as frame for glass blocks

The following procedure was used: After Celotex siding was in place on house, 36-inch circular opening was cut in sheet of plyboard, which substituted for the Celotex as the window frame.

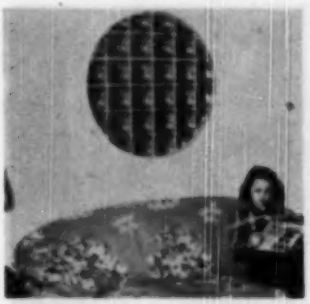
Next, glass blocks were laid in the form of a square, facing the plyboard,

GLASS blocks form square, facing plyboard

six across and six high, to form a square.

This ranch house was to be faced with artificial stone, so before stone men put the usual "scratch coat" over the Celotex siding, an aluminum facing strip was nailed over the plywood, as shown, and wire netting to hold the scratch coat fitted to the edge of same.

The stone men simply fitted their stone siding against this aluminum



FINISHED circular window from inside is easily cleaned, weatherproof, and offers a pleasing "balance" to living room appearance

circle, making a pleasing outline in stone to "frame" the circle. Caulking compound used as a sealer, was easily applied with a gun type applicator.

On the inside of the dwelling, the aluminum facing circle was also used, and the plasterers simply plastered flush to it.

Photos show the pleasing effect the circular window gives the dwelling. On the inside, it balances the living room, equally spaced between two corner windows. On the exterior, it gives the house a "balance" that is distinctive. The window is easily cleaned and is weatherproof.

Masonite Plans Campaign To Sell New Underlayment

Masonite Corporation plans an aggressive campaign to sell its recently-announced new product, Masonite Underlayment, a quarter-inch hardboard engineered to increase the life of hard-surfaced floor coverings such as linoleum, asphalt felt base rugs, asphalt tile and rubber tile.

Describing a wide market for the new product, E. W. Hadland, manager of dealer sales, pointed out that if 5 per cent of the 1950 estimated production of nearly four billion square feet of floor covering materials were underlaid with the company's product, 200 million square feet of underlayment could be sold. It is con-

The product, available in 3x4-foot and 4x4-foot lengths, bridges irregularities in the sub-floor and provides a regular surface on which the floor covering may be applied.

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BUILDING STAIRCASES

Above—Measure tread or riser in 10 seconds. Below—Mark board with gauge for perfect fit.

ELIASON STAIR GAUGE

in 10 seconds gives you BOTH correct length and angle of stair treads, risers, closet shelves, etc., ready to mark board. Each end pivots and locks at any LENGTH OR ANGLE. Adjustable from 50" up. Saves a day or more, increases your profits $20 or MORE on each staircase. Fully guaranteed. Circular on request.

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Norman SOUTHERNER

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Mr. Sam Hoffman, of F. & S. Construction Co., Inc., who selected Norman Southerner horizontally designed gas furnaces exclusively in 7 large scale building projects, says:

"The lower installation cost of the Norman Southerner has enabled us to lower the selling price of our new single home units and ensure customer satisfaction with the central heating system. The units are installed in the attic space — eliminating expensive furnace room and chimney. We've also found that there's no labor costs to assembling because the Southerner comes completely assembled and factory-tested."

Be sure your selection is the proven Norman Southerner, the original compact horizontally designed gas furnace. The Norman Southerner has been field tested in thousands of installations for more than 4 years. It fits in attic, under floor or basement, in utility room or closet . . . requires no floor space . . . requires less duct work . . . takes less time and labor to install.

Find out how the Norman Southerner helps builders beat competition through low cost installations in new single and multi-unit home construction. Send for new folder "This Compact Forced Air Central Heating System Saves Valuable, Costly Floor Space."

4 popular sizes—40,000, 60,000, 80,000 and 100,000 BTU

10 Year Factory Guarantee. Have colored, mixed, manufactured and LP gas

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Finds Kitchen, Bath Use Of Acoustical Tile Good Home-Selling Feature

The installation of acoustical tile in baths and kitchens has proved a valuable sales feature for his new "1950 Aristocrat" home in Wedgewood Park, according to Albert Balch, Seattle developer. Balch said, "It is my belief that the use of acoustical tile may well prove to be the most important new sales feature adopted in 1950 for use in moderate-priced homes."

The sound-absorbing material has been used chiefly for industrial buildings, stores, offices and other public places. Its ceiling application in the home reduces considerably the amount of noise made by electrical kitchen equipment and the sound of running water in the shower or tub.

After the opening of the new Balch model home visitors made many inquiries about the tile and a number of sales were made in which buyers specified the material. The acoustical tile used in the Balch development is a product of the Simpson Logging Co., Seattle.

The Balch "1950 Aristocrat" is a two-story house with 861 square feet of floor area, including two bedrooms.

Our Front Cover

The 4-color Kodachrome of the Betsy Bell kitchen which appears on our front cover is published through the courtesy of the Home Planning Bureau of the General Electric Co.

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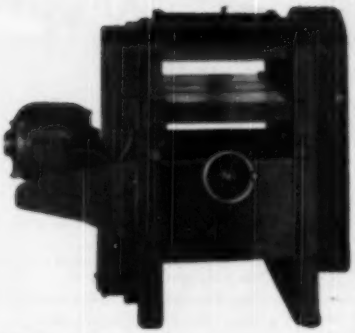

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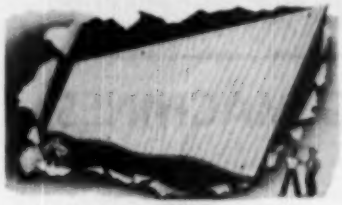

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INSTALL it Right with Marlite," a new 14-page manual presented by Marsh Wall Products, Inc., Dover, Ohio, tells a graphic story of how to sell and apply prefinished wall panels. The story is told with 160 illustrations.

Valuable as a sales training piece, the manual thoroughly details steps taken by a sales-applicator contacted to do a job with Marlite. Ten chapters, following step-by-step procedures in sequence, tell how to do the job correctly. In addition to how-to-install information, a complete list of tools required is given, as well as a chapter on "tricks of the trade."

Some of these "tricks," submitted by successful Marlite applicators, tell what to do when panels become bowed, how to make bends when the radius is less than 27 inches, how to use tile patterns, and special hints on how to cut Marlite.

Where panels become bowed, this recommendation is offered: "Twenty-four hours before installation, dampen the entire back of each panel with water and stack the panels back to back, then cover them with boards and weights."

To make bends with Marlite where the radius is less than 27 inches, the manual recommends dampening and heating the back of the panel. Concluding chapter of the manual is titled "What's The Difference Between an Applicator and a Salesman?" The chapter, in a three word sentence, answers this question—"none."

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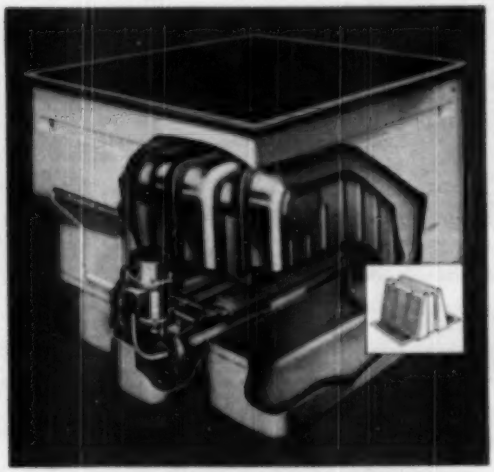

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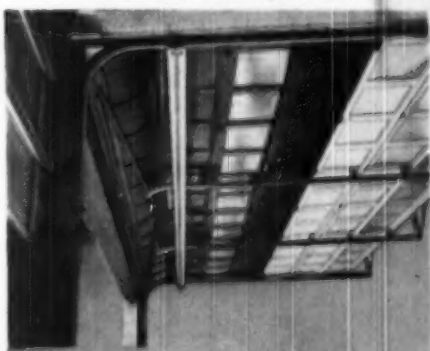

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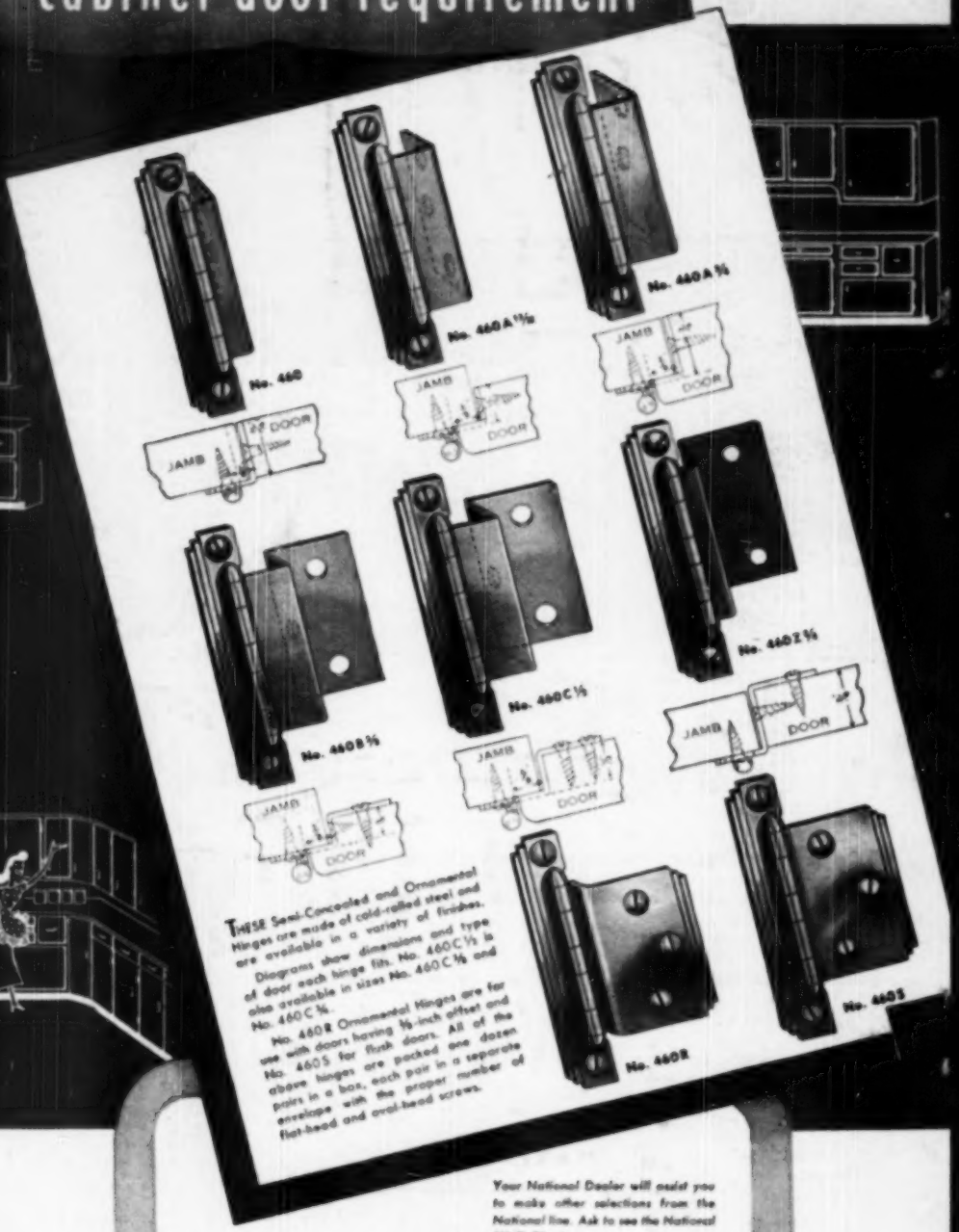

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